

# The MANUFACTURING CONFECTIONER

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## Editorial

### Call for Action

**T**HE Code of Fair Competition of the Candy Manufacturing Industry during its first six months of existence has cost the industry approximately \$93,000 in assessments paid in by the individual manufacturers. What of enduring value or even temporary improvement of industry conditions has been accomplished with this stupendous sum?

This question is being asked by many manufacturers throughout the industry. "We have paid willingly to the support of the Code," they declare, "but thus far we have received nothing for our money." They add to their charge that lack of Code enforcement is widespread and that unfair advantage is obtained by those who do not abide by the Code provisions.

Since last November this feeling of dissatisfaction has been growing. In our November issue which appeared just before the joint meeting of the Code Authority and N. C. A. Executive Committee, we pointed to this reaction of industry members in an editorial entitled, "The Industry Calls for Results."

Again, in a spirit of impartiality and constructiveness, we present the case of this distraught industry calling for definite settlement of problems often discussed but remaining only partially solved.

The candy industry is in its second year since its recovery organization was formed. The building of recovery must be slow if it is to be sound, but a journey involving such tremendous cost should have its milestones of progress along the way. Industry members are asking to be shown these milestones for which their \$93,000 has been collected. That the expense of code operation is very great is common knowledge, and the manufacturers as a whole are willing to pay for it. But it is only good business to expect the accomplishment of measures which will lead toward the reestablishment of legitimate margins of profit in candy manufacturing.

Some members hold that the code contains unenforceable provisions, that it should be revised in order to make it more practicable. It is possible that the abolishment of some provisions would lead to more uniform compliance.

Whatever may be the means of accomplishing results in improved conditions for the industry, it is hoped that they may soon be adopted.

### Price Maintenance

**W**ITH the first of the year numerous manufacturers have announced their policy of billing jobbers at resale prices, less 20 per cent, in an endeavor to establish resale price maintenance and thus improve conditions in the distribution trade. As we have advocated for the past year in these pages, we believe this to be the most practicable and effective means of curtailing wholesale destructive price-cutting. Undoubtedly others will find it expedient to adopt similar policies in the course of time.

Manufacturers are declaring themselves for maintenance of their resale prices by the jobbers, but now what about the chains? Unless price maintenance is applied to the chains as well, the battle against price cutting in the distribution trade is only half won.

If the chains do not maintain the resale price on bars and count goods, the retailers will be forced to meet such competition as 3 for 10 and they in turn will break down the price maintenance among the jobbers by giving their business to those who will sell on less than the 20 per cent margin.

Unless a program of price maintenance is applied to the syndicate outlets the jobber will be pressed between the manufacturer on one hand and the chains on the other.

### Candy as Food

**C**ANDY manufacturers have an opportunity to increase the consumption of candy through their united efforts by selling the public on the food value of candy. Through their individual efforts a united campaign can be waged.

An advertisement in this issue contains the suggestion of one manufacturer for increasing the whole candy market in this manner. His vision is commendable.

Now when food prices are high an appeal of the food value of candy in its proper place in the diet should be timely.

# WHO'S WHO IN THE CANDY INDUSTRY

*Fostering the Idea of Getting Better Acquainted  
with Prominent Members of the Industry*



**JAY W. BROOKS**  
A. E. Brooks & Company,  
Grand Rapids, Mich.



**WALTER W. REID, JR.**  
Charms Company, Newark, New Jersey



**JOHN VONEIFF**  
The Voneiff-Drayer Company,  
Baltimore, Md.

## J. W. BROOKS

J. W. BROOKS is a man so thoroughly candy-minded that he unhesitatingly asserted that his favorite food (other than candy) was *more* candy. His devotion is of long standing, for he is now in his thirty-sixth year of candy manufacturing. Mr. Brooks is the son of A. E. Brooks, the only living member of the famous group that organized the National Confectioners' Association in 1884. His father founded the A. E. Brooks & Company forty-five years ago. To-day it is one of the leading members of the smaller class of candy manufacturers and produces a general line of confections, specializing in chocolate and package goods.

The A. E. Brooks & Company is located in Grand Rapids, Michigan, and in this city, Jay W. Brooks was born and educated. His entire career has been given over to manufacturing candy and he serves his company as production manager.

Mr. Brooks is a member of the Peninsula Club in Grand Rapids and is active in furthering the Boy Scout movement. He takes time off occasionally from following world events in the newspapers and magazines to indulge in one of his favorite pastimes: reading detective stories. From his early youth, collecting tools has been Mr. Brooks' hobby and he has an extensive collection which includes the earliest type to the most modern of the present day tools.

He belongs to that rather exclusive group of persons who hold that croquet is a "good" game, and also he maintains that it is his favorite sport. The hills of New England appeal to Mr. Brooks as the ideal spot for a vacation and it is there that he goes when time is available.

Always active in industry affairs, Mr. Brooks is now serving as a member of the Code Authority.

## WALTER W. REID, JR.

WALTER W. REID, JR., President and General Manager of the Charms Company, Newark, New Jersey, started the Charms Company 25 years ago and has been President of this well-known firm since its inception.

His years of wide and varied experience in manufacturing candy is a valuable asset for the industry, which he is now serving as a member of the Code Authority, representing District 2.

Mr. Reid's business career has been diverse, as prior to joining the ranks of confectionery manufacturers, he was connected with the National Carbonic Gas Company, as Managing Director and he was Sales Manager of the Mansfield Gum Company. Charms Company has attained renown throughout the United States for its hard candy specialties.

Born in Baltimore, Maryland, August 12, 1882, Mr. Reid was educated in Newark, and he now lives in Allenhurst, New Jersey. He is a member of the Deal Golf Club and the Newark Athletic Club.

He prefers to spend his vacation in his own town, Allenhurst, but occasionally he finds Miami Beach, Florida, has its good points.

Mr. Reid has no hobbies, he does not like detective stories, but he does enjoy reading biographies. He has two children, a son of twenty who attends Lehigh University, and a daughter of seventeen.

## JOHN VONEIFF

THE "Brain Trust" has its handsome Ass't Sec. of Agr. and the candy industry has John Voneiff. Aside from his striking pulchritude he is noted for his energetic personality. He is a first class up-to-date candy manufacturer and a forceful and influential industry worker.

During the last year many titles have been added to that of John Voneiff, President and General Manager of The Voneiff-Drayer Company, Manufacturing Confectioners of Baltimore, Maryland.

He is secretary of the Code Authority for the candy industry and serves on the Code Sub-Committee (Cocoa and Chocolate). He is a member of the N. C. A. Executive Committee and held the same office in 1927, '28 and '29. Chairman of Zone 3, he also represents the N. C. A. as National Counselor in the United States Chamber of Commerce and for the past three years has acted as President of the Baltimore Manufacturing Confectioners' Association.

Mr. Voneiff's rise to prominence has been rapid, for he is comparatively a newcomer in the candy industry. He started manufacturing in 1921, having given over the years of 1916 to 1921 to the jobbing business. The Voneiff-Drayer business went ahead with rapidity and soon earned the reputation for being one of the most successful and efficiently run plants in the confectionery industry.

Mr. Voneiff was born in Baltimore and educated in this city's public schools. He is a product of the "university of hard knocks," that somewhat universal alma mater of successful business men.

He is interested in and sponsors the Baltimore Community Fund; is a member of the Baltimore Country Club, Gibson Island Club and the Kiwanis Club; and, loyal to the end, he likes to eat above all things "good old Maryland oysters and crabs."

Mr. Voneiff has two sons, Jack, aged seventeen, and fifteen year old Lloyd. He excels in his favorite sport, golf, and he has a hobby, but it's a secret (at least to you and the inquiring reporter).



# MANUFACTURERS' CODE NEWS

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## COMPLIANCE

### Code Compliance Division Handles 84 Unfair Trade and Labor Complaints

The Compliance Division consists of the Administrative Agency (N. C. A.), all Industry Trade Practice Complaints Committees, and Field Representatives.

EIGHTY-FOUR complaints of code infractions have been handled by the Code Compliance Division of the candy manufacturing industry, according to a report released on January 29 by Max F. Burger, N. C. A. Asst. Managing Director.

The report, which summarizes the compliance activities by Zones, is as follows:

To the Members of the Candy Manufacturing Industry:

AT the last Code Authority meeting the Administrative Agency was instructed to furnish reports of Compliance activities to the members of the industry.

A total of eighty-four complaints were handled by this division.

Nine complaints were handled in ZONE TWO, of which six were violations of Article VII, Failure to File Prices; one complaint of Rule 14, Free Goods; one of Rule 17, Returned Goods; and one of Rule 19, "Breaks and Takes," etc. All of these cases have been settled. In addition to the above cases, ZONE TWO reports that the Committee has disposed of thirty-three cases without formal hearing.

According to the Zone Chairman's report, twenty-nine complaints were given attention in ZONE THREE. All of these were disposed of or settled except three. This included seven labor violations and twenty-two violations of the Trade Practice provisions. IN ONE LABOR CASE NRA ORDERED THE MANUFACTURER TO MAKE RESTITUTION OF BACK WAGES AMOUNTING TO \$615.32. THIS AMOUNT WAS PAID TO TEN EMPLOYEES.

Three complaints were disposed of in ZONE FOUR. One was a labor violation, another a violation of Rule 17, Returned Goods, and the third, a violation of Article VII, Failure to file prices.

Eight complaints were handled in ZONE FIVE; one labor violation and four violations of Article VII, Failure to File Prices; two violations of Rule 19, "Breaks and Takes," etc., and one Rule 17, Returned Goods. All of these cases were settled or referred to NRA.

Two complaints were taken care of in ZONE SIX; one labor violation and one violation of Rule 19, "Breaks and Takes," etc.

ZONE SEVEN has had fifteen complaints; two on

Article VII, Failure to File Prices; two on Rule 13, Premiums; four on Rule 14, Free Goods; one on Rule 17, Returned Goods; six on Rule 19, "Breaks and Takes," etc., all of which have been settled or referred to NRA except four. One of the cases is now pending in the Federal District Court.

The Federal Trade Commission requested the cooperation of the Administrative Agency in seven cases in ZONE SEVEN against members of the industry who were charged with the manufacture and sale of "Breaks and Takes," etc. Hearings on these cases are set for February 7 and 8.

Six complaints arose in ZONE EIGHT; one violation of Article VII, Failure to File Prices; one of Rule 8, Rebates; one violation of Rule 11, Coercion; one of Rule 13, Premiums; one of Rule 14, Free Goods; one of Rule 19, "Breaks and Takes," etc. All of these cases have been settled or were referred to NRA.

Three complaints emanated from ZONE NINE; two violations of Article VII, Failure to File Prices, and one violation of Rule 19, "Breaks and Takes," etc. The two complaints alleging violations of Article VII have been settled and the offenders have filed their prices. The complaint pertaining to Rule 19 has been forwarded to the Local Trade Practice Complaints Committee.

Three complaints were filed in ZONE TEN. All are labor violations and same have been forwarded to the Compliance Division of NRA.

Three complaints were reported from ZONE ELEVEN; one on Article VI, Failure to Pay assessments, and two on Article VII, Failure to File Prices. One of these has been settled and the other two are in the hands of the Local Trade Practice Complaints Committee.

There have been a total of three complaints handled in ZONE THIRTEEN. All are violations of Article VII, Failure to File Prices. Two of these have been settled and the other one is in the hands of the Local Trade Practice Complaints Committee.

ZONES 1 AND 12 HAVE NOT REPORTED ANY COMPLAINTS. We do not know whether the industry in these zones observes the Code or whether the members are indifferent as to reporting violations.

With the exception of nineteen cases out of eighty-four all have been settled or forwarded to NRA. The balance are being given prompt attention.

Our list contains 1,450 names of members apparently subject to the jurisdiction of the Candy Manufacturers' Code. Out of this number our records indicate that 365 have not filed prices with Dun and

Bradstreet, Inc. These delinquents are being investigated and if subject to our Code, proper action will be instituted against them immediately.

The industry is given to understand that the Compliance Division is ready at all times to assist and give prompt attention to all complaints properly presented.

MAX F. BURGER,  
Assistant Managing Director.

## MEETING

### Report on Last Code Authority Two-Day Meeting Held in Washington

THE Code Authority for the Candy Manufacturing Industry met in Washington January 19 and 20, with George A. Chapman, NRA Administration Member, Major C. W. Dunning, NIRB official, and N. C. A. Assistant Managing Director Max F. Burger present with the manufacturers. Plans had first been made to hold the meeting in Chicago but shortly before the appointed date, NRA requested the sessions to be held in Washington, it was reported.

The Code Authority first took up the matter of Elements of Cost, which are among the key factors of the Code. Ernst & Ernst has completed the study of Elements of Costs for candy manufacturers, and the Code Authority recommended that immediate action be taken to secure the National Industrial Recovery Board's approval of the candy industry's Cost Elements.

E. R. Shields, Chairman of the Cost Committee of the Industry, will confer with Stanley Kedzierski, of the Bureau of Foreign and Domestic Commerce and Major Dunning as to Cost Elements before the next meeting of the Cost Committee.

#### **Manufacturers to Pay \$15,000 to Wholesalers' Code Budget**

The sum of \$5,000 more will be paid at once to the Wholesale Confectioners' Code Authority. This sum is additional to the amount slated for payment at an earlier date. Formerly the sum of \$10,000 was to be paid the Wholesalers' Code Authority in return for promoting complaints of the Manufacturers' Code, and to take the place of payments of manufacturers liable to the Wholesalers' Code budget assessment for sales direct to retailers.

Thus \$15,000 in all will be paid by the manufacturers to the Wholesale Confectioners' Code Authority contingent on the stipulations named and with the approval of the National Industrial Recovery Board.

A summary of complaint submitted to and disposed of by the Compliance Division of the Administrative Agency was ordered to be reported to the members of the industry. This was subsequently released on January 29 and is published in these pages.

#### **Ask for Jelly Egg Emergency**

The Code Authority recognized the existence of an emergency in the jelly egg section of the industry. Assistant Managing Director Burger will petition the National Recovery Administration to take immediate action and declare, if necessary, an emergency in order to preserve the Code in the public interest. All telegrams relative to this matter, sent to the Code Authority, will be forwarded to Major Dunning with the request that immediate action be taken to investigate and eliminate the destructive price cutting in the jelly egg business.

#### **Other Business of Meeting**

Approval will be sought for the application made in August, 1934, for the termination of exemption given in paragraph 3 of Administration Order X-36, dated May, 1934.

In this application, the Code Authority requested the Administration to end the exemption which states that members of the candy industry whose business is subject to a code other than the code for the candy industry, are exempted from paying assessments to the Budget for the Candy Industry.

The NIRB ruling No. 326 (contained in Bulletin mailed January 16, 1935) will be adopted as an interpretation of Rule 20 (advertising contracts) of the Manufacturing Confectioners' Code. This shall also apply to placement allowances. All contracts for such services (advertising, placement allowances) must be filed with Dun & Bradstreet. Members may procure copies of such contracts from Dun & Bradstreet by payment of a 50c fee.

The report of the Sub-Committee (Cocoa and Chocolate) of the Inter-Trade Relations Committee was accepted. The Committee was instructed to continue its efforts to harmonize the Code of the Cocoa & Chocolate and the Manufacturing Confectionery Industries.

A questionnaire on Standards of Quality, submitted by William F. Heide, Chairman of that Committee, will be sent to all members of the industry.

## ALLOWANCES

### **NRA Issues Ruling on Advertising Allowance Agreements**

BELOW is Office Memorandum No. 326, issued by NRA, dealing with ADVERTISING ALLOWANCES. This memorandum was issued by direction of the National Industrial Recovery Board and was released to the industry by Max F. Burger of the N. C. A.

"Manufacturers or other vendors selling goods to distributors frequently find themselves desiring to purchase from their customers an advertising or promotion service which their customers can render. In purchasing such services the vendors have become accustomed to make payment by 'allowing' a certain re-

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## N. C. A. Convention June 4

### Palmer House, Chicago

The week of June third has been chosen for the annual convention of the National Confectioners' Association. The convention and exposition, which is always held concurrently, will be at the Palmer House, Chicago. Plans are being made for a large and enthusiastic attendance. Following are some of the committee chairmen: E. R. Wood, chairman of the Hotel Committee; J. L. Rubel, chairman of the Program Committee; F. A. Bunte, chairman of the Golf Committee; E. R. Shields, Chairman of the Finance Committee; John J. Ballweg, chairman of the Exposition Committee; Thomas Payne, chairman of the Ladies Entertainment Committee, and Carl Graeser, chairman of the Forum Committee. The Exposition Manager will be announced later.

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such contracts from Dun & Bradstreet, in the same manner as filed prices are now being obtained. Dun & Bradstreet will bill the inquirers for the service in the regular way at fifty cents per contract. All manufacturers must file their advertising contracts with Dun & Bradstreet. Failure to do so will be regarded as a violation of Article VII of the Code.

"Placement allowances are regarded as a distribution deduction from what would otherwise be the price. The payments thus made have become known as 'advertising allowances.'

"Code provisions declaring the giving of advertising allowances an unfair practice would not change the basic facts that sellers must price their goods to buyers and that certain buyers have promotion services which they are desirous of selling for which those who sell to them are willing to pay. The remedy for such suspicion, secrecy, confusion, and misrepresentation as may be connected with advertising allowances, lies in:

"(a) Clearly separating and thus establishing the distinct identities of the two activities which are involved in giving advertising allowances.

"(b) Causing that part of the advertising allowance which is actually a price reduction to appear in prices—reported prices, if the industry or trade has an open price plan.

"(c) Causing that part of the advertising allowance which is actually a payment for advertising or promotion service to appear as such with definite description of the service for which it is given, and with such publicity, where publicity is practicable, that it is unlikely that the payment will be more than the competitive worth of the services involved.

"Accordingly, it is NRA policy that an industry desiring to regulate advertising allowances should not be permitted to do so by general prohibitions, by restrictions on the basis of products or types of distributors, or otherwise than in accordance with the following:

"1. That no member of an industry or trade shall

designate as an 'advertising allowance,' 'promotion allowance' or similar term, any price reduction, discount, bonus, rebate, or other form of price allowance or concession, or any consideration for advertising or promotion services offered or given by him to any customer.

"2. That no member of an industry or trade shall offer or give any consideration for advertising or promotion services to any customer except for definite and specific advertising or promotion services.

"3. Agreements to purchase advertising services from customers shall be made in written contracts separate from sales contracts.

"4. Such contracts shall specifically and completely set out the promotion services to be performed, together with the precise consideration to be paid therefor, the method of determining performance, and all other terms and conditions relating thereto.

"5. Some arrangement for publicity may be made, where effective machinery therefor can be devised. In considering any arrangement for publicity, care should be taken to avoid machinery so cumbersome that its cost will outweigh benefits to be gained."

"By direction of the National Industrial Recovery Board.

W. A. HARRIMAN,  
Administrative Officer.

#### Code Authority Adds Regulation

With further reference to advertising contracts, the Code Authority, at its meeting held on January 19 and 20, in accordance with office memorandum No. 326, which memorandum is an official interpretation of Rule 20 of the Candy Manufacturing Industry Code, made the following regulation:

"That all advertising contracts hereafter will be handled in the same manner as the Open Price Plan, namely, members of the Industry may obtain copies of

(Turn to page 60)



## MODERN PRODUCTION OF

# Hollow Mold Chocolate Goods

★By TALBOT CLENDENING

**T**HE business of a manufacturer of a staple such as chocolate bars is almost always adversely affected by specialties offered at the Easter and other holiday seasons. At this time, some turn their production efforts to these seasonal specialties.

Many years ago, some clever merchandiser hit upon the idea that if he could combine the appeal of a toy with the eating quality of chocolate he would be able successfully to compete with other producers of novelty seasonal items. As a result of this thought, hollow chocolate goods were produced, and today we find them in a wide variety of forms. For instance, the traditional chicken, egg, and rabbit associated with Easter are supplemented by dolls, ducks, turkeys, Christmas trees, Santa Clauses and numerous other molded specialties. All of these goods are made in a great variety novelty forms convinced the larger manufacturer that he could not afford to overlook these specialties. of sizes and are sold on the retail counters at prices ranging from a penny up.

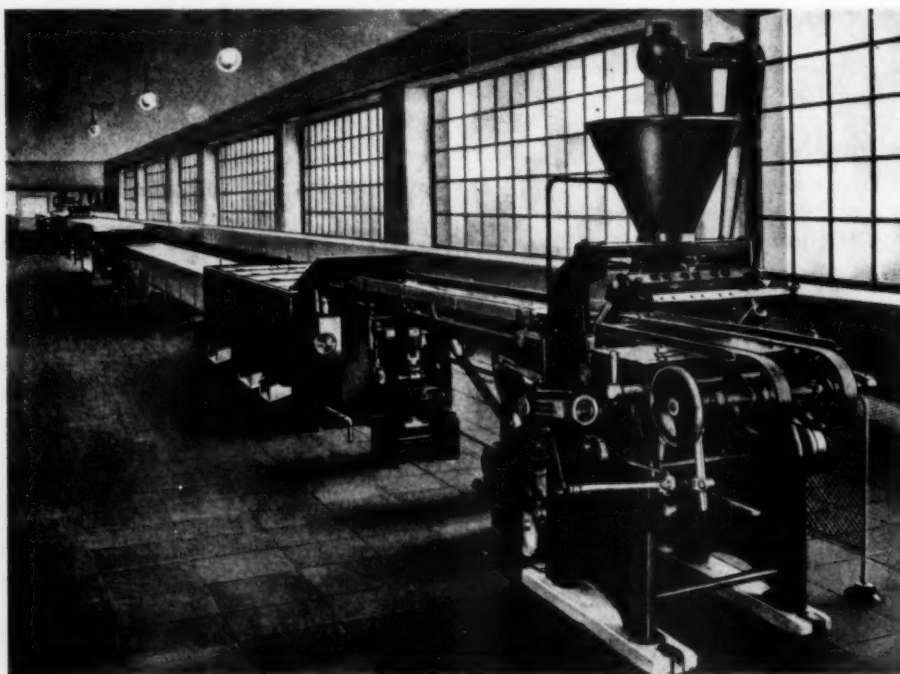
Unlike most seasonal specialties, which may repre-

sent a distinct loss if they are in stock when the seasonal demand is passed, hollow chocolate goods can easily be melted and reworked.

So far as our records show, hollow goods were first developed in Europe, and later made in this country in a very limited way. In the beginning, larger manufacturers were not impressed with their potential value and dismissed them as belonging to the retail manufacturing group. However, the eagerness with which the public responded to the offerings of chocolate in these

In producing the early molded goods, the wholesale manufacturer followed the same routine as the retailer, which was exclusively hand work. It was not long, however, until the engineer came into the picture and developed a number of machines that handled the molds efficiently, thus reducing labor costs.

The chemist also gave his attention to the composition of the chocolate and, knowing that it required a



Complete and automatic hollow mold equipment used in manufacturing hollow chocolate figures of any design or shape, weighing hollow from  $\frac{1}{4}$  oz. to 3 ozs. each. Also makes chocolate filled goods.



thin, free-flowing coating, tried out various combinations to determine which was best. To produce a coating of this type, 38 to 40 per cent of cocoa butter was needed. It was immediately appreciated, however, that this excessive fat detracted from the flavor, as compared with low-fat solid chocolate bars, and produced a chocolate that felt and tasted greasy. The goods were also subject to marring from handling and to fat bloom. Therefore, the shelf life was limited and uncertain. Knowing that the excess butter was responsible for the difficulties just enumerated, it was quite logical that manufacturers should make use of the viscosity-lowering effect of lecithin to reduce the cocoa butter content of the chocolate.

Today there are firms who manufacture chocolate hollow goods exclusively. Most of them operate their factory about eight months in the year, practically shutting down during the hot weather. In addition to these specialty firms, a great many manufacturers throughout the country have installed the necessary machinery, and as a result, the sales of hollow molded chocolate have increased each year.

#### **EQUIPMENT FOR MODERN PRODUCTION**

Nearly every candy manufacturer is familiar with the type of equipment used in chocolate mold hand work; consisting of a melting kettle, single molds and a funnel. I will, therefore, discuss only the latest type manufactured for use in production plants.

##### **Molds**

The molds are still made of metal, but are constructed by placing a given number of the individual molds into a heavily reinforced metal frame. From one to four molds are set in each frame when 5c, 10c and 25c items are to be manufactured, and from sixteen to twenty-four molds are put into each frame when 1c items are to be made.

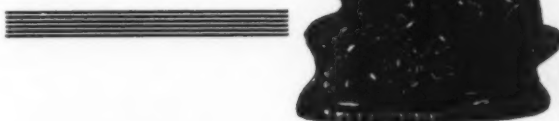
Each half of the mold is in a separate frame and these are hinged on one side and clipped on the opposite side to hold them together. The flanges of the individual molds are trimmed so that they fit very closely. This precaution is necessary, and when the work is well done, one can produce perfect, clean-cut pieces having only a light line showing where the molds are joined.

One firm recommends the use of individual or gang type hollow molds with patented collars and snap locks.

The principle of this mold is to provide one-half with a sharp edge which runs inside of a protecting collar which is attached to the other half of the mold.

This type of mold is almost leak proof and has completely done away with this trouble which many manufacturers are constantly bothered with.

This type of mold also has tremendous strength at the parting line of the two halves on account of the collars which are attached at that point.



### **Depositing Machine**

The depositing machine has a jacketed hopper for holding the chocolate and controlling the temperature. The base of the hopper is provided with one or four nozzles (depending upon the model of the machine), through which the chocolate is pumped out, and falls directly into the molds which are held beneath the nozzles. The precision with which the chocolate can be pumped is surprising, and, by a simple adjustment, the amount can be varied as desired within reasonable limits.

When the adjustments are made, and the correct weight is obtained, subsequent deposits will be of practically the same weight. The amount deposited by a single stroke of the pump can be varied from  $\frac{1}{8}$  oz. to 2 ozs. The capacity of this machine is 60 strokes, 4 deposits on each stroke, or 240 deposits per minute. A fair hourly production is 12,500 penny pieces or 9,000 five-cent pieces or 4,500 ten-cent pieces. It will be apparent that, when two strokes of the pumps are needed to fill the mold, the number of deposits per hour will be reduced. Likewise the capacity may be affected by the shape of the molds, i.e., whether 2, 3, or 4 can be set in a frame.

### **Standard Weights**

Naturally the weight of the pieces in the different price groups are subject to change because of an increase or decrease in the price of chocolate and labor.

At the present time 1c items weigh about  $\frac{1}{3}$  oz., 5c items from  $1\frac{1}{2}$  to 2 ozs., and 10c items from 3 to 4 ozs. The size of the molds used for the larger pieces is not often changed, but the weight may vary.

### **The Human Element**

The rate of production depends upon the skill of the operator because he must pick up a mold, place it under the nozzles of the depositor, throw in the clutch of the machine by pressing a treadle, and after the desired amount of chocolate is in the mold, it must be disposed of before the next one can be picked up.

The number of molds of one size and the variety of sizes also have a direct bearing on the production. Every time the size of a mold is changed, the operator must reset his depositor and, obviously, if these changes are frequent more time will be lost.

### **The Rotating Basket Machine**

The rotating basket machine has a rotating wheel with projecting spindles to which baskets are attached. One machine has 6 projecting spindles, while another has 16. The action of the machine is both rotary and planetary. When chocolate is deposited into the molds it is necessary to have the chocolate spread evenly over all parts of the molds, and this particular job is taken care of by this machine. After the desired quantity of chocolate has been put into the molds, they are then placed in the baskets, and when the machine is set in motion the chocolate is spread evenly over the surface

of the mold, and caused to fill all of the crevices, and take on perfect line, form and feature.

### **The Location of Machines**

The depositor should be set in a room having a temperature of 78°-80° F., and the kettle in which the chocolate is tempered should be close by. The filled molds are carried to the rotating machine by a conveyor. The rotating machine should be in a room having a temperature ranging from 50°-60° F. The molds are placed in the baskets, which are detachable from the spindles, and as filled are put back on the machine. While the machine is in motion, cold air (40°-45° F.) is blown on the baskets for the purpose of chilling the chocolate quickly.

As soon as the chocolate is firm enough, so that it will hold its shape, the molds are taken from the baskets and passed through a tunnel having a temperature of 50° F. They should remain in this tunnel for ten or twelve minutes. After having passed through the tunnel, the molds can be opened, the goods removed, and they are then ready for packing.

## **CHOCOLATE: SELECTION, MELTING TEMPERING**

### **Selection of Chocolate**

As has already been stated, a particular type of chocolate is required for hollow mold work. Personally, I prefer milk chocolate; one that is attractive in color, that is rich and wholesome with a flavor comparable to that of popular priced solid chocolate bars. It should not taste or feel greasy. Therefore, it is necessary to use a low-fat-content coating—one containing 30-32 per cent of total fat. A chocolate that would measure up to these specifications would be less liable to fat bloom, finger marring, scratches and blemishes, and would come free from the molds more quickly and without breaking.

A chocolate containing so little total fat would be too thick for use in hollow molding. A thin, free-flowing chocolate is required; one that flows into every crevice and reproduces the design of the mold perfectly. In order to accomplish this, it will be necessary to add 3 to 5 ozs. of lecithin to each 100 pounds of chocolate; the coarsely milled and inexpensive type of chocolate taking the lower amount, and the more finely ground chocolate taking the larger quantity.

Another point to be remembered when milk chocolate is used is to select one containing a low percentage of milk solids—about 12 per cent. Such a chocolate will stand up better than one containing a greater amount of butter fat. Butter fat has a lower melting point than cocoa butter. Therefore, it is desirable to keep its content as low as possible and still preserve the milk flavor.

Bitter or bitter-sweet chocolate should never be used

for hollow molding, and if a dark chocolate is preferred, one should be selected that has a full rich chocolate flavor, and is sweet enough to satisfy the average taste. The fat content of this chocolate should be low, generally, not in excess of 32 per cent cocoa butter, and again one should use lecithin to produce the necessary fluidity.

### **Melting**

After the selection is made, the next step is that of melting. I prefer to heat all chocolate, excepting milk chocolate, to approximately 130° F. when melting, in order to dissolve the higher melting point fractions of the cocoa butter. Milk chocolate should not be heated to a higher temperature than 120° F., because of the adverse affect of heat on the milk solids.

### **Tempering**

The next step is that of tempering. It may seem to be a simple problem to melt chocolate and then cool it, but actually it is a complex process. After the chocolate is melted, it should be cooled slowly. Experts say, "the slower the chocolate is cooled, the better the results." As the factory man always keeps his mind's eye on the day's poundage, the cooling operation must be kept within reasonable limits. I have satisfactorily cooled 500 pounds of chocolate in 45 to 50 minutes.

The working temperature of the chocolate should be 90° F. Milk chocolate must be worked at lower temperatures, approximately 88° F. Otherwise, it is cooled and handled as are other coatings. In this con-

nection, one should bear in mind that coatings vary so much in composition that it isn't safe arbitrarily to fix a working temperature, as it is often found necessary for best results to raise or lower the temperature slightly.

## **PRACTICAL OPERATING SUGGESTIONS**

### **Tempering Molds**

It isn't practicable simply to pick up a mold and deposit some chocolate into it. The mold must be tempered. If the mold is too cold the chocolate may set before it has been evenly spread. If too warm, the set of the chocolate will be delayed, and the finish will be streaked or dull. The temperature of the molds should be close to that of the chocolate at the time the depositing is done. This can be accomplished by having the molds brought back from the place where they are emptied on an enclosed and heated conveyor. Or when the empty molds are allowed to accumulate and are brought back to the depositing room, they should, if necessary, be placed on warm tables or in a hot room and left for a sufficient time to give them the desired temperature.

### **Care of Molds**

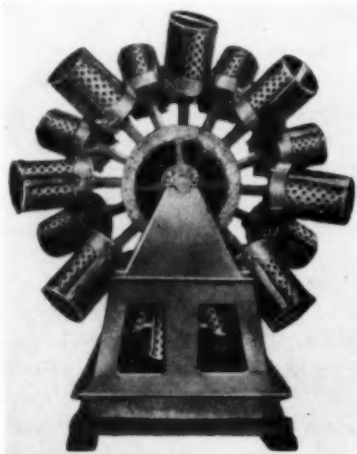
It may seem unnecessary to caution the experienced production man to avoid handling the molds carelessly but the suggestion that he pass the word along may be in order, as any scratches on the inner surface will show on the finished goods; and will also cause the chocolate to stick to the mold. When washing new molds, hot water should be used, and when the molds are taken from the water, they should be wiped dry with a soft cloth and then placed in a hot room until all moisture has been evaporated. Otherwise, the chocolate will stick to the molds. Properly cooled chocolate can be removed from the molds without difficulty. If through an error in handling, the chocolate sticks to a mold it should be first heated then wiped off with a dry cloth or cotton waste. It is also important to keep the molds free from dust.

### **The Finished Goods**

If the finished goods do not measure up to standard, check these points: *temperature* of the chocolate, of the molds, of the baskets, of the tunnel, and *humidity* of the workrooms.

Hollow mold goods must be attractive. Good looks are absolutely necessary, but manufacturers should also remember that ultimately these chocolate novelties will be eaten. Therefore, *taste* must be considered.

Modern production aids have simplified and improved the manufacture of hollow mold goods. It is now possible to produce these novelties with a more attractive appearance and of better quality, than was possible a few years ago, yet at a price which finds ready consumer acceptance on a profitable basis to manufacturers.



Illustrating the hollow molding machine—basket type of machine, not automatic. Some of these machines are said to have a production capacity of approximately 50,000 five and ten cent hollow figures per sixteen-hour day. Each basket will hold approximately fifty five-cent molds. When the machine is set in motion the chocolate is spread evenly over the surface of the mold to obtain perfect form.

# The Production Man Speaks on Flavor Quality in Confections

★ By OTTO WINDT

Research Chemist and Assistant Superintendent  
Farley Confections, Inc., Chicago

IN the confectionery field as well as in the general food field *Flavor Quality* is without question one of the most important factors affecting consumer acceptance of any given product. The proper flavoring of confections is really an art falling in the same category as the seasoning of foodstuffs. During the current era, however, of "low-price" competition the production of pleasingly flavored candies is rapidly becoming a lost art. This condition exists in spite of the fact that never before have we had as excellent flavors at our command as we have today. In the field of essential oils flavor quality has been greatly improved through more scientific methods of raw material selection coupled with subsequent more modern and scientific refining techniques. In the field of "synthetic" flavors, especially of the fruit types, great strides have been made in the last decade. In short, although vastly improved flavors are available we, nevertheless, do not make the proper use of these important materials which largely determine the ultimate character of our confections.

Manufacturing confectioners, as a class, are lacking in "flavor consciousness." This condemnation is not new, but today this indifference toward so vital a factor in the make-up or composition of confections is more unpardonable than ever before. Many manufacturers have adopted the stereotyped excuse that they "can't afford to use good flavors" in their popular-priced lines of confections. The time is rapidly approaching, however, when the importance of flavor quality will not only be recognized in theory but will actually be carried out in practice. Quality flavors, properly selected for use in definite types of merchandise, together with proper methods of incorporation and modification or blending when necessary, are far from expensive in the long run. Your continued success in the confectionery industry will be largely determined by the QUALITY of your products, of which *flavor* (along with appearance and "eating quality") is so integral a part.

## Classification

The types of flavors commonly employed in confections may be classified into the following groups:



- (1) *Natural Flavors or Derivatives Thereof* (such as extracts or concentrates).
- (2) *True Synthetic Flavors* (such as e.g., Vanillin, made from Clove Oil; Coumarin; Methyl Salicylate, synthetic Oil of Wintergreen; Benzaldehyde, synthetic Oil of Bitter Almonds).
- (3) *Artificial or Imitation Flavors.*
- (4) *Blends of Natural Flavoring Materials* (or derivatives) *with Various Reenforcing Synthetic Flavoring Substances* (such as esters, aldehydes, ketones, acids, etc.).

Detailed discussion of the various flavor groups listed above is beyond the scope of this short article. There are, however, a few comments that may be in order regarding each group.

## National Flavors

In the field of *natural flavors* we must include such commonplace, but nevertheless important, materials as milk and milk products, honey, molasses, malt syrups, maple products, fruits of all kinds and their concentrated extracts, horehound herb and extract, licorice extracts, vanilla beans and extract, the essential oils, oleo-resin concentrates, etc. In general the use of what may be termed the "natural flavors" has been sadly neglected by the average confectioner. The great importance of milk and milk products in the manufacture of specific confections, such as caramels, fudges, toffees, etc., is well known. Molasses is also one of the more important natural flavoring ingredients which is in general use in certain confections. There are, however, other natural flavoring materials such as honey and malt which are of decidedly minor importance in the manufacture of confectionery. Honey, which has been called the "world's oldest confection," is finding comparatively little application as a candy constituent, aside from its use in the "classic" honey nougat.

In this group of neglected natural flavoring in-



gredients we must also include *fruits*. It is obvious that fruits as such or in the processed form of jams or preserves cannot be used in all types of confections. There are, however, innumerable candies in which true fruit preserves may be incorporated to decided advantage. Some examples that may be cited are "starch" jellies, pectin jellies (especially suited for true fruit flavoring), and cream centers. In most cases the judicious use of small amounts of good synthetic flavors will be necessary but, nevertheless, confection quality will be markedly improved by the addition of fruit pulps. The manufacturing confectioner should bear in mind that although true fruit concentrates are available and that they actually fulfill a definite need in candy flavoring, that the use of whole fruits, whenever the nature of the confection permits, will impart a superior flavor to the resulting product. One other important reason for the use of fruits is that desirable appearance and texture qualities are also imparted to the confections.

Other flavors which are classed under natural flavors are the essential oils of the citrus fruits (the common lemon, orange, and lime oils, and the rarer grapefruit and tangerine oils) and the essential spice oils. Methods of essential oil manufacture cannot be discussed in this short exposition; suffice it to state that quality citrus oils are expressed oils, whereas the spice oils are usually prepared by the process of steam distillation. Too great care cannot be exercised in the selection of citrus oils for use in candy flavoring. During the last decade through extensive research domestic expressed oils of lemon and orange have been produced which are well worth a trial by the manufacturer who has always insisted on using the imported oils. The proper use of the so-called terpeness citrus oils is practically wholly ignored by the candy maker.

In closing our short discussion of natural flavors we must refer to two natural flavor adjuncts which are rarely used properly in the flavoring of confections. The first substance is *salt*. The importance of this ingredient from the flavor standpoint cannot be over-emphasized. Its use in carefully determined quantities is indicated (1) in all milk, cream, or butter containing confections no matter what their nature, (2) in nut confections of all types (including coconut), (3) in molasses confections, and (4) in excessively sweet cream centers (except in the case of peppermint or spearmint flavored creams) salt should be used in small quantities to off-set and modify their cloying sweetness.

The second flavor adjunct may be described as the food acid group of Tartaric, Citric, Malic, and Lactic Acids. The most commonly used acids are the so-called natural fruit acids—Tartaric and Citric Acids (the latter acid is also being made synthetically at the present time). Either of these acids should be used in carefully determined quantities in all fruit flavored confections, *whenever the nature of the confection will permit their addition*.

### **True Synthetic Flavors**

We turn now to the *synthetic flavors* which, from the strict chemical standpoint, are flavors which are identical in composition with the natural products they replace. Strictly synthetic flavors in the confectionery field which are generally known and accepted are Vanillin, Coumarin, Benzaldehyde (synthetic Oil of Bitter Almonds), and Methyl Salicylate (synthetic Oil of Wintergreen). Great care should be exercised both in the selection and use of synthetics.

### **Artificial Flavors**

The average confectioner and flavor compounder uses the term "synthetic" as if it were synonymous with "artificial" or "imitation." *Artificial or compound flavors*, however, are made by the careful blending and mixing of numerous aroma and flavor bearing organic chemicals such as esters, aldehydes, ketones, alcohols, ethers, acids, etc. The wholly warranted criticism of artificial flavors up to within the last few years was occasioned by the *poor compounding* of these products which was a direct result of both inefficient and insufficient research work in this important field. Great strides have been made during the last five years in producing flavors, especially of the fruit types which are subjected to relatively high temperatures (as, e.g., in the case of clear hard candy manufacture—"fruit" tablets, etc.).

Flavor compounding, to be successful, must be done by highly trained chemists who are fully acquainted with all phases of confectionery manufacture and flavoring, with especial reference to the batch temperatures of the numerous types of confections at the time of flavor incorporation. Small manufacturing confectioners will find that it is a profitable investment for them to purchase quality flavors that have been proven by actual test to measure up to quality standards. Larger organizations, even though they retain the services of a chemist, will find it to their advantage to thoroughly investigate the flavoring products offered by the outstanding essential oil and flavor firms. The question of whether or not the compounding and modifying of various flavors in the confectioner's laboratory would be a profitable undertaking can be answered in the affirmative only when the total quantity of flavors used is sufficient to warrant the effort. It should be borne in mind, however, that the average food chemist is rarely qualified to develop or improve confectionery flavors as such.

### **Blended or Reenforced Natural Flavors**

The fourth group of flavors, which is of great importance to confectioners is comprised of flavors which are the result of careful *blending and reenforcing of natural flavors or their derivatives* with various carefully selected aroma and taste imparting substances (some natural and some synthetic) such as esters, aldehydes, acids, essential oils, etc. This class of flavors, although not in general as concentrated as the regular

imitation flavors, are far better from the standpoint of imparting a more natural flavor character to the confections. By the careful selection of these types of flavors coupled with proper methods of incorporation in the candy batch, using care not to over-flavor, very tasteful candies can be produced.

A few generalizations regarding the emulsion types of flavors may be in order. In general they have not proven to be very satisfactory especially in the case of the larger manufacturers. They are used in a limited way by small confectioners, generally in the cream and jelly types of candies. The concentrations of essential oils or other flavoring ingredients are as a general rule comparatively low in emulsion flavors. This fact necessitates the use of excessively large quantities of the emulsions in order to impart the necessary flavor strength. An additional factor of importance is that although satisfactory transparent emulsions have been produced which necessarily contain a low water percentage, emulsions in general contain a comparatively high water content. This fact coupled with a certain amount of aeration as a result of the passage of the emulsion through a colloid mill or other mechanical dispersing device will in time affect the flavoring qualities of the emulsion due to gradual chemical changes (slow hydrolysis of esters, oxidation, etc.).

The selection of the proper flavors for confections is unusually important in producing consumer-accepted candies. Some of the factors that must be considered in the proper selection of flavoring materials are (1) current consumer-taste (it should be remembered that sometimes there are regional differences in taste preferences not only as to kind of flavor but also as to strength), (2) the flavor under consideration must blend well or be compatible with the type of confection contemplated, and (3) the important factor of stability or adaptability of the flavoring agent to the physical conditions encountered in the manufacture of the particular type of confection under consideration. The most important of these physical conditions from the standpoint of successful flavoring is the batch temperature at the time the flavor is incorporated. An outstanding and simple example of the effect of batch temperature on flavor character is well illustrated in the case of peppermint flavored candies of various types, all being flavored with the same essential oil. In the making of peppermint flavored clear hard candies the essential oil is subjected to a higher temperature than in the case of pulled satin finish hard candies (flavor is added during the pulling operation), and to a much higher temperature than is the case in cream center or lozenge (a "cold mix" candy) production. Comparison of the character of the mint flavors of these various confections will forcibly illustrate the important part played by the batch temperature at the time the flavor is added. In the case of the "cold mix" batch a far truer peppermint character is obtained than in the case of the clear hard candies. This is due entirely to the volatilization of the lower boiling or more

volatile constituents of the oil of peppermint. This example merely serves to emphasize the importance of proper flavor selection. This is especially true in the case of imitation fruit flavors; a flavor producing a fine flavored hard candy will not, in general, produce a tasty cream center. In other words, flavor chemists must design their creations to compensate for the destructive and evaporating effect of the unusually high temperatures encountered in the production of certain confections. It is a very good procedure for the confectioner to present his flavoring problems to the outstanding flavor and essential oil laboratories. The flavor samples submitted by these firms should then be carefully incorporated in the desired confections. At first try the recommended quantity of flavor, then vary this quantity as may be indicated. The simple process of elimination, by careful tasting, will readily determine the best flavor from the standpoint of truthness to type, strength, etc.

As has been indicated before the method of incorporating flavors into the various types of confections is one of the most important factors which will determine in large measure the flavor quality of the resulting product. One *general rule* that must always be followed is that flavors must be added to the candy batches at the lowest batch temperature (compatible with fabrication requirements) at which a thorough mixing and blending of the flavor throughout the batch will occur. All candy makers know this general rule but relatively few adhere to it to the best of their ability. Too often the "easiest method is the best method" in their opinion.

The standardization of flavoring practices throughout a plant with regard to the proper storage of flavors, proper labeling, methods of accurate dispensing, cleanliness of containers, etc., is a problem which can be readily solved by the enterprising manufacturer. Whenever facilities permit, laboratory examination of flavoring materials is extremely valuable. It should be borne in mind, however, that even though laboratory findings indicate that a specific flavoring material appears satisfactory and fulfills all the requirements from an analytical standpoint we must, nevertheless, make the final and conclusive test of *actual candy flavoring*.

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### A. R. C. Convention in Chicago in June

The Associated Retail Confectioners of the United States will hold their annual convention at the Palmer House in Chicago, June 12 to 14. A new program for raising standards, maintaining quality, improving methods and increasing profits was briefly outlined at the close of the last convention. This program will assume more definite form at this convention and as a preliminary an outline of the purposes and methods are outlined in the organization's recent A. R. C. Sales Service.

# ESSENTIAL OILS AND CANDY FLAVORS . . .

*Quality Factors From Viewpoint of the Chemist*



★ By A FLAVOR CHEMIST

**H**ISTORY has been made in the search for new flavoring materials. Columbus discovered America while seeking a new and shorter route to the rich spice and flavor marts of the Indies, and Genoa nurtured the Renaissance solely on the wealth gained from the flavor trade with the East. And today, knowing that the way to a man's heart is through his stomach, many a housewife has obtained that fur coat she wanted from her husband through the wise use of flavors—flavors that remind him of mother's cooking!

Not so many years ago we had to depend upon flavors in their state as produced by nature, which consisted of roots, herbs, leaves and flowers, from which the flavoring elements were extracted with water, alcohol, or mixtures of these solvents. Although quite satisfactory at that time, these were necessarily limited to little variation. But the chemist, realizing the need for purer, more varied flavors, learned many things.

We learned that by means of steam distillation (that is, forcing steam through the natural products and separating the condensate), that we could obtain the essential flavoring parts of the plant in the form of an oil, commonly termed an essential oil. The more common of these oils used by the confectioner are the oils of peppermint, spearmint, wintergreen, birch, cloves, and cinnamon.

## **Selectivity at Sources**

Since most of these oils are crudely distilled by small farmers who find in the cultivation of these off-season crops an additional and useful source of revenue, it follows that the oils are usually variable and often poor in quality. Lack of proper cultivation, carelessness in removing foreign plants or weeds, or harvesting too early, will result in a low yield of oil and a foul, weedy odor. Add to this the fact that excessively dry or wet weather will disturb the flavor content of the plant and that different geographical sources cause great variations in quality, and one will immediately see the enormous task of the essential oil man in selecting the quality of the oils which finally go into the candy produced.

Recently the writer had occasion to examine a delivery of 25 drums of oil of peppermint received from

these primary sources. Only 20 per cent of the oil was found to meet the exacting standards required by the candy manufacturers. Nor is this an unusual instance, for sometimes whole shipments, consisting of many thousands of pounds, are rejected solely for this reason.

Oil of peppermint, as it is received from these small distillers, contains dirt, water, and a substance termed dimethyl sulphide, whose presence is not permitted by the U. S. P. for confectioners' use. Thus it is necessary to subject this oil to redistillation, thereby removing this material as well as other undesirable residue, and producing a practically water-white oil with the characteristic clean odor of peppermint. This is known as Oil of Peppermint, redistilled U. S. P.

## **Improved Citrus Oils**

Good lime, lemon, and orange oils produced by steam distillation are not in commercial use because of their instability and lack of flavoring value. It has been found that a much better flavored oil from these fruits can be obtained by the process of expression. This method consists of puncturing the tiny oil cells in the outer surface of the fruit peel, from which the liberated oil is collected and clarified before being placed on the market.

The careful selection of these citrus oils for the confectioner's use is of the greatest importance, because of their tendency to become terebinthinated (turpentine-like) when subjected to heat, sunlight, or moisture in the presence of air during long periods of storage. Many manufacturers are now using terpeneless oils, such as orange, lemon, and lime, to eliminate this condition. These products are produced by vacuum distillation or by the use of selective solvents.

In the first case advantage is taken of the fact that the terpenes (the flavorless part of the oils) have a much lower boiling point than the fractions which contain the flavoring elements. In the second case, advantage is taken of the fact that the terpenes are more insoluble in certain solvents than are the flavoring elements. Thus these products are often more expedient, because they are more readily soluble in

(Turn to page 59)



## Trade Commission Presses Break-and-Take Hearings Johnson Case May Open Keppel Decision

**A** LEGAL battle to the finish appears to be in the offing between the Federal Trade Commission and candy manufacturers of "break-and-take" merchandise, which may result in a reconsideration of the subject matter by the United States Supreme Court and a consequent decision which may not bind the manufacturers to the outcome of the famous Keppel case.

The Federal Trade Commission started proceedings against five midwestern candy manufacturers for the sale of "break-and-take" merchandise in hearings held in Chicago, February 7, 8, 11, and 14. These were the cases of A. McLean & Son, and M. J. Holloway & Co., of Chicago; The Bonita Co., Fond du Lac, Wis.; Queen Anne Candy Co., Hammond, Ind., and Sifers Confection Co., Kansas City, Mo., which were presented on complaints filed a month ago.

The eyes of the industry are turned toward these cases and particularly that of the Walter H. Johnson Candy Co., Chicago, which was a complete case that went through the Commission last May resulting in a cease and desist order issued by the F. T. C. against the latter company. A petition for review of the Walter H. Johnson Candy Company case has been filed with the U. S. Seventh Circuit Court of Appeals to obtain the vacating of the cease and desist order on the grounds that the Commission's decision was erroneous. It is expected that this will be on the Circuit Court docket in April.

Only partial testimony was taken in the individual hearings of the five manufacturers held early in February, these being confined to identifying and discussing the merchandise of each firm. A consolidated hearing will be held February 18.

It is probable that the 395-page Johnson record will be introduced into these cases.

The issues in the Johnson case before the court of appeals are the propriety of the rulings of the Federal Trade Commission in refusing much of the evidence that the respondent claims is material to the case. The Johnson case challenged the charge that this was objectionable merchandise. Expert testimony by teachers, psychologists, parents and others was offered as evidence that these candies do not teach children to gamble, but the Commission refused to admit this evidence.

### ***Difference in Johnson and Keppel Cases***

Herein lies the difference between the Johnson and Keppel cases. In the Keppel case it was pointed out that some manufacturers believed chance merchandise encouraged children to gamble, and they do not manufacture this goods, hence those who do are engaging in unfair competition. The Circuit Court of Appeals held that both types of competitors have the chance to make them. But the Supreme Court based its rulings on the contention that it was vicious merchandise.

In the Johnson case there was an opposition to the question of the viciousness of the merchandise, which was not offered in the Keppel case. The Keppel record includes 330 pages of government testimony and a five-line statement that the respondent did not prefer to show any evidence. The Johnson appeal case need not involve a departure for the Keppel ruling but rests on the Commission's refusal to admit pertinent evidence to the charge that this is vicious merchandise.

If the Circuit Court of Appeals reverses the Trade Commission ruling in the Johnson case, then the Commission will undoubtedly take the case to the Supreme Court in an endeavor to procure a confirmation of its position. The entire subject matter of the Keppel case may then be reconsidered. It has been said that if they find evidence which was not in the other record they will not be bound by that case.

Approximately 50 cease and desist orders have been issued against "break-and-take" manufacturers. About 40 companies were induced to stipulate to be bound by the Keppel proceedings. When that case came out they were issued cease and desist orders, and no hearings were held. Now many are "bucking overboard." Since the Keppel case about 15 complaints were filed.

### **1934 Confectionery Sales Gain 14.3% Over 1933 with Value of \$202,892,000**

SALES of confectionery and competitive chocolate products in the United States during 1934, based on 321 manufacturers reporting to the Department of Commerce, were valued at \$202,892,000 compared with \$177,508,000 during 1933, an increase of 14.3 per cent, according to the Foodstuffs Division, Commerce Department.

The larger proportion of the year's business was transacted by the reporting group of wholesale manufacturers, who reported net sales totaling \$153,452,000 during 1934, compared with \$138,556,000 for 1933, an increase of 10.4 per cent.

Manufacturing retailers reported sales during the year valued at \$17,079,000 compared with \$15,469,000 in the preceding year, it was stated.

The largest percentage increase in sales during the year was reported by chocolate manufacturers in the sales of competitive chocolate products, the value of such sales being recorded as \$32,361,000 in 1934 against \$23,483,000, the Foodstuffs Division reports.

Reports reaching the Department of Commerce indicate that increased sales of confectionery and competitive chocolate products were recorded in all sections of the United States during the year compared with 1933.

Sales for the month of December, 1934, amounted to \$20,842,855, compared to \$18,907,865. This was 10.2 per cent above December, 1933.



## Candy Industry

### Equitable Adjustment Reports

Following the requirements of\* Article IV, Section 6 of the Code for the candy manufacturing industry, a request was sent to all manufacturers for information to determine whether equitable adjustments had been made in the candy industry.

*Equitable adjustments* is the term used for the process of adjusting working hours and wages, where necessary, to agree with the Hour and Wage provisions of the Code. These reports are not disclosed to any member of the industry nor to any party other than a government agency designated by NRA.

The equitable adjustment forms were issued to the industry on December 31 and by February 6, a total of 495 reports were returned to the Administrative Agency office. One hundred and fifty of the total were not filled out correctly and consequently could not be tabulated.

In collecting this material for the Code Authority, the manufacturers were asked to report for any one week nearest March 15, 1933 (before the Code), as compared to any week nearest November 15, 1934 (during the Code). Equitable adjustment reports were required for both factory and office employees.

Based on the summary of the figures as given in the 345 complete reports of factory employees received from candy manufacturers, the average wage per week showed an increase of 30.1% during one week in the month of March, 1933, as compared with one week's average in November 1934.

The total factory payroll for one week in 1934 was 93.5% ahead of one week in 1933.

During one week in the month of March, 1933, the total number of factory employees stepped up 47.5% in comparison with a week's average in November, 1934.

This report discloses the fact that a wage rate was paid in excess of the minimum wage rate required by the Code.

A summary of all equitable adjustments received prior to January 19 was submitted to the Code Authority by Assistant Managing Director Burger at the January 19 and 20 Code meetings in Washington.

\*Article IV, Section 6—Equitable adjustments in the pay schedules of all employees above the minimum shall be made within sixty (60) days after the approval of this Code by any member of the industry who has not heretofore made such adjustments, and the first monthly report of wages required to be filed under this Code shall contain all wage increases made since May 1, 1933. The Code Authority shall determine the fact of equitable adjustments by all members of the industry and shall submit its finding to the Administrator for his approval. In no event shall hourly rates of pay be reduced as a result of the adoption of this Code.

### SUMMARY OF REPORTS RECEIVED FROM 345 MEMBERS AS OF FEBRUARY 6, 1935

	ONE WEEK (NO HOLIDAYS)		1934 INCREASE OVER 1933	
	March 1933	November 1934	Amount	Per Cent
TOTAL FACTORY EMPLOYEES				
Male .....	7,522	10,930	3,408	45.3
Female .....	11,758	17,544	5,786	49.2
Combined total...	19,280	28,474	9,194	47.5
AVERAGE WAGE PER WEEK				
Male .....	\$17.13	\$19.13	\$2.00	11.7
Female .....	7.91	12.57	4.66	58.9
Combined total...	\$11.50	\$15.05	\$3.55	30.1
TOTAL FACTORY PAY ROLL				
Male .....	\$128,839.94	\$209,140.62	\$ 80,300.68	62.3
Female .....	93,055.70	220,448.22	127,392.52	137.0
Combined total...	\$221,895.64	\$429,588.84	\$207,693.20	93.5

A total of 495 reports were received of which 150 were not in proper condition for inclusion in the above summary.

### Zone 7 Meets

Manufacturers of Zone 7 met in Chicago January 31 for the purpose of discussing the problem of *sales below cost*.

L. E. Kline, NRA Assistant Deputy Administrator, addressed this group of candy manufacturers on *selling below cost*.

Mr. Kline dwelt briefly on the subject up for discussion and outlined NRA's plans for handling the matter of *selling below cost*.

Mr. Kline discussed the industry's study of Elements of Cost which has been completed and submitted to NRA for approval.

He explained the process of measuring costs in manufacturing candy and emphasized the value of this procedure in avoiding sales below cost.

### Dr. A. P. Bryant

Dr. A. P. Bryant, vice-president of the Clinton Company, Clinton, Iowa, passed away February third. Dr. Bryant was consulting chemist for the National Confectioners Association for almost fifteen years, during which time a great many manufacturing problems were brought to him.

His reputation as an authority on starches was world wide. Dr. Bryant was one of the earliest contributors to *The Manufacturing Confectioner* and his article on Confectioners' Starches, appearing in one of this publication's first issues, is still being used as reference by leading chemists in the industry. His contributions to this industry are invaluable.

# Building Your Business And Tearing It Down

★ By DAVE TRAGER

*Manufacturers' Representative  
Detroit, Michigan*

WHEN the writer first entered the confectionery business which was fifteen years ago, the main channels of distribution was the confectionery, cigar, and grocery jobbers. From that time up to this, the volume of distribution has been through the same jobbers, but it now figures about 82 per cent through the jobbers and about 18 per cent through the chains. (Figures are not official.) There has been quite an increase in the distribution through the chain outlets, and it appears there will be a still larger increase if the manufacturers continue to use the same tactics in the future.

While I will concede that the chains have a place in American business today, the leverage that the manufacturers are giving them is slowly but surely strangling the jobber and the independent retailer.

## **Reduce Chain Allowance**

It is possibly true that chains should receive some allowance for quantity buying and prompt payment, but the allowance should not exceed 5 per cent at the most. There are plenty of jobbers who buy in quantity and pay promptly but do not receive any leverage over their less fortunate brethren. Why, then, some manufacturers will allow chains from 10 to 15 per cent, and in some instances possibly more, is a question the average laymen cannot understand; except that the manufacturer claims the chain accounts as house accounts and that he has no selling expense attached to the sale. If any manufacturer can show the writer where he does business with the chains at no selling cost, then I will retract any statement made in this article.

## **Predicament of the Jobber as a Merchandiser**

The above matters very little. The grave situation existing today is the fact that the jobber is placed at a disadvantage when an item he offers the independent retailer has 20 per cent added for the jobber's profit and overhead is sold at a price to the consumer which is far out of line with the chain store's price to the consumer.



★ IS there a justification of the manufacturers granting lower prices to syndicate buyers than to their jobbers? If so, why, and how much is a fair differential? If there should be no price advantage to the large volume buyer, how can the question of volume inducement be met?

These are moot questions concerning the industry's distribution system of today and tomorrow. Just what is fair and sound from the viewpoint of the manufacturer, wholesaler, chain, and independent retailer will be arrived at only through exchange of facts and opinions. In the accompanying, we present the views of a veteran manufacturers' representative and many of his associates.

For instance, if chains buy an item at a cost of 8 cents delivered, they in turn sell it at times to the consumer at two pounds for 25 cents, and it shows them a nice profit. The jobber buying an item at 8 cents delivered must sell the item to the independent retailer for 10 cents. The independent retailer cannot sell the item at two pounds for a quarter and exist. He must get either 15 or 17 cents per pound for the item. Why should the consumer pay from 2½ to 4½ cents more per pound for an item, just to buy it from

an independent retailer, when the item displayed by the chain and the independent stores look and taste alike?

Much has been said about the jobber falling down on the job, and that he was not merchandising candy to the trade. The jobber cannot do a job of anything if he is at a disadvantage, any more than the manufacturer can sell a two-ounce bar of candy that is similar to his competitor's, that weighs 3 or 3½ ounces.

There are still jobbers left in this industry that can distribute confectionery in quantity, but what help have the manufacturers given them in the past five years, or even before that?

### **Problems of Salesmen in Maintaining Distribution**

The manufacturer's representative is at a loss to know what to do in a great many cases. He cannot force sales to the jobbing trade when the jobber knows that the salesman's house is trying to ride two horses at one time. The representative derives no benefit from the sales made to chains. Yet that volume of business done by his house with the chains takes some of his volume away, due to the fact that he cannot get volume from the jobbers as he used to some years ago.

Manufacturers expect their representatives to secure business, and, what is more, they expect volume. Having a line does not mean that a representative can create business; there must be something to the line. What has the average manufacturer done to create business and educate the consuming public to eat his candies? Is there any more reason, in a lot of instances, for the consumer to choose this, or that brand of candy? There are some manufacturers who have advertised their merchandise, and who have built a reputation for quality confections, but they are in the minority. The majority make dozens of items, where three or four would be plenty.

Some manufacturers have representatives in the field that they have never seen, and some see their representatives possibly once a year. Some manufacturers have to rely on brokers, and while there are good and mediocre brokers, there are not enough pains taken really to know just what kind of a representative the average broker would make.

### **Manufacturer of the Future Will Support the Jobber**

If the confectionery manufacturing industry is to prosper in the future, it is my humble opinion that it will be the manufacturers who strive to keep the jobber and the independent retailers in business. Accordingly, it will be those who will strive to give their representatives some concrete form with which to assist the jobber and independent to really merchandise candy, at a price that will be on a competitive basis with the chains.

Again I say, with a variation of from 10 to 15 per

cent in prices to the chains, as compared with the jobber prices, nothing can be done to build up the business that we have to rely on for our volume.

Very recently the writer has talked to a number of other manufacturers' representatives, and the consensus of opinion seems to be that there is not much to look forward to for building up a lasting, permanent business, so long as manufacturers feel that the chain business is going to be the backbone of the industry.

Numerous manufacturers will tell you that they will be glad to stop giving such variation in quotations to the chains if their competitors will do the same. But it seems to be an impossibility to get some manufacturers to see the light.

The day will probably come, though, when the thinking and far-seeing jobber will decide not to buy from any manufacturer who gives the chains a price that is so far out of line with the one quoted to the jobber. Then, and only then, will certain manufacturers find that they have all their eggs in one basket.

Let's start very soon to rebuild the confectionery industry from a standpoint that our healthiest condition lies with our assisting the jobbers and the independent retailers, as they were responsible for building our industry up to the time we became a little blind and could not see the future.

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### **Southern Wholesale Association Appoints William Woodruff General Counsel at Atlanta, Ga.**

APPOINTMENT of William Woodruff, prominent Atlanta attorney, as General Counsel for the Southern Wholesale Confectioners Association, Inc., has been announced by J. M. Turner, Jr., Chairman, of the Executive Committee of the S. W. C. A.

Mr. Woodruff has been an advisor to the S. W. C. A. on legal matters on numerous occasions in the past, and is well acquainted with the problems of the Industry. It is the hope of the Association to be able, through Mr. Woodruff, to keep both the S. W. C. A. and the local associations in the South constantly advised on all the new legal matters that may affect the members of this Industry, and also to guide local groups in their efforts in Price Maintenance and to prevent violation of the Federal and State laws in such activities.

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### **Jobbers Ordered to Give Up Eagles**

BLUE EAGLES were ordered taken from two wholesale candy dealers in Chicago the first of February by C. F. Rumely, regional NRA compliance director, acting on the recommendations of the regional compliance council.

The R. & B. Mercantile Co. and R. J. Mulvey were charged with violating the wholesale confectioners' code by failing to file copies of price lists with the code authority.



## DESCRIPTIVE VS. GRADE LABELING

**O**BSERVERS in the food industries believe that the confectionery industry may eventually be affected by the outcome of the canning industry's labeling controversy with the NRA Consumers' Advisory Board and certain Government Bureaus because the final plan approved will probably serve as the Government's general pattern of labeling requirements to be applied to other industries in the food groups. A study of the canners' labeling problem is also of interest to the confectioners in view of its consideration of establishing confectionery standards.

The canners' labeling question centers around the two types of labeling proposed: grade labeling, advocated by the Consumers' Advisory Board, and descriptive labeling, proposed by the canning industry and approved by the majority of wholesalers and independent retailers.

The NRA Industrial Recovery Board is supporting the industry by approving of the descriptive-labeling system. The Board, in a letter to Division Administrator Armin W. Riley last month, voiced its disapproval of the imposition on an industry of trade practices to which the industry is opposed, and expressed its favor, as a result of study and investigation, of the descriptive-labeling plan proposed by the industry's committee on labeling which was appointed pursuant to the order issued by the President when he signed the Canning Industry Code.

Mr. Riley talked on grades and standards before the recent convention of the National-American Wholesale Grocers' Association in Chicago.

### **Grade Labeling**

The grade-labeling proposal is that to each of the factors that determine the quality and palatability of the product should be assigned, arbitrarily, a given number of points in a total perfect score of 100, that each factory run should be scored with regard to its attainment of perfection in respect to each of these factors, and that in accordance with its total score of 90, 75 or 60 points, for example, the finished product should be rated A, B or C, or, if preferred, "Fancy," "Choice" or Standard," and that this rating be placed on the label.

### **Descriptive Labeling**

The descriptive-labeling proposal is that there be put on the label terms descriptive of each of the quality factors that can be definitely or objectively measured or tested, that these terms be such as are familiar to

### **A Study of the Government Grading Plan Proposed for the Canning Industry. Outcome of Controversy May Affect Confectionery Industry . . .**

and used by consumers, that the terms be so defined that the canner will be able to use them properly and the food authorities be able to enforce their proper use.

The essential difference between the two plans is that the grade-labeling proposal would require canners to use on the label a single designation such as A, B, or C, or Fancy, Choice or Standard to represent a *summing up* of the quality factors. The descriptive plan would use on the label common terms familiar to the consumer to describe *each* of the factors separately. The grade-labeling plan would, for the guidance of the consumer, divide products on the basis of quality into a limited number of groups (three or four); the descriptive plan would furnish the information to the consumer as to *each* factor so that she in her selection of canned foods can place her emphasis on the quality factor or factors of the greatest importance to her or for the particular use she has in mind.

The merit of these two proposals can be determined only by considering which of them is the more (1) desirable, (2) practical, (3) enforceable, and which their effect will be on the consumer and the industry.

### **Which Is the More Desirable?**

From the standpoint of informative labeling each of these proposals represents a definite forward step—and the need for such a step the industry has long recognized. In fact, the industry was itself responsible for the McNary-Mapes Amendment to the Food and Drugs Act, which is intended to compel canner to label sub-standard merchandise conspicuously as to what it is. From the canner's standpoint, as well as from the standpoint of the consumer, the question as to which proposal is the more desirable resolves itself into the two further questions as to which is the more practical and the more enforceable.

### **Which Is the More Practical?**

Single grade designations, such as A, B, or C, are practical on these assumptions: (1) that a group of government officials can decide for the consumer the relative importance that should be given to each of the various factors making up quality; (2) that these factors can be so defined and measured as to enable



graders to rate canned foods in a uniform manner; (3) that the necessary corps of competent graders and inspectors will be available at reasonable cost; (4) that the benefits of grade labeling are commensurate with its cost, and that the consumer or industry, or both together, are in a position to bear the increased costs of the proposed plan.

None of these basic assumptions, canners maintain, is justified.

First, consumers are not agreed upon the relative importance of the factors that determine quality. Quality means one thing to this consumer, and another to that. Hence, those who attempt to decide what importance to attach to tenderness, flavor, size, consistency or any other factor, must be arbitrary in their decision and assume that there is such a thing as a standardized taste.

Second, certain factors, such as flavor, are so intangible that they cannot be defined, nor are they susceptible to physical or other objective measurements. Either such factors must be left out of consideration, or dependence be placed on a grader's taste. With hundreds of different graders doing the tasting, there could be only one result—a lack of uniformity defeating the very purpose of the plan.

None of these assumptions is made or need be made in the case of descriptive labeling, its proponents declare, because (1) each quality factor is separately described for the consumer's own appraisal, (2) only those factors are described which can be objectively defined, (3) canners readily agree as to the meaning of "very tender," "tender" or "firm," for example, whereas they will not agree as to what the total score should be required for a given grade.

### ***Which Is the More Enforcible?***

If the single grade designations, such as A, B, or C, or Fancy, Choice and Standard, do not include the intangible factor of flavor, then grade labeling is very

nearly as enforcible as descriptive labeling, but it is valueless when not actually deceptive to the consumer. Practically, it will be impossible to make the majority of women realize that flavor is not included. Consequently most women will soon become convinced, even with perfect enforcement, that grade designations are not dependable—to put it mildly. (Differences in consumer taste would bring about the same belief were the flavor factor included and enforcible.)

If the scoring system on which single grade designations are based includes the intangible factor of flavor, then it becomes impossible in criminal action to convict a firm for labeling B a product which should be rightfully C, or for labeling A a product rightfully B. Juries will not convict on the basis of a difference of opinion as to flavor, and the scoring points assigned to the flavor factor will easily make the difference between a medium C and a low B. Any grading system which can be violated with impunity is worse than useless.

In one way and one way only can an approach to accuracy in label grades which include the flavor factor, be secured—that is, by stationing a full time supervisory inspector, with dictatorial powers, in every plant in the country, and more than one in large plants. There would still remain the question of the competence of these inspectors.

Any labeling regulation which is unenforcible or unenforced would be disastrous alike for the consumer and the industry. Descriptive labeling is believed to lend itself to simple and inexpensive enforcement. Grade labeling does not, according to its opponents.

Objection to the A, B, and C symbols of grades is seen in the confectionery industry, as among the canners, on the ground that the use of the letter "C" would indicate to the consumer an inferior quality and would decrease sales in this classification where at present the largest volume of business is transacted and would probably affect the total sales of the industry.

## **New Food and Drug Bill Modified**

### ***Waives Disclosure of Ingredients on Label as Formula Protection***

**R**EVISION of the Pure Food and Drug Act is again up for consideration of Congress, in two bills introduced tlast month. Senator Copeland introduced a new bill, S. 5, on January 4, drafted with more liberal and acceptable requirements of the manufacturers and less autocratic powers given the Secretary of Agriculture in its administration than its predecessor which failed of passage in the last session. This bill has approval of the Administration.

Differing from the Administration Bill, the drug and food manufacturing interests, excepting the candy in-

dustry, have thrown their support to the bill, S. 580, introduced by Senator McCarran of Nevada. It was written by Charles Wesley Dunn, and authorizes a standard of quality for any food, while the Copeland Bill, declares Mr. Dunn, "is defective in that it authorizes such a standard for a proprietary food and does not prescribe that such standard shall be objectively determined in each instance."

Owing to the modification of the provisions of the Copeland Bill covering un-standardized foods, including labeling exemptions as to packages of assorted

foods, and waiving of label disclosure of ingredients if a statement of ingredients is filed with the Food and Drug Administration, indications are that the confectionery manufacturers approve this bill.

Protection of private formulas is thus assured. The original bill, S. 2800, required a declaration of ingredients on the package. This was one of the major points attacked by the industry.

A food made of two or more ingredients must declare the common names of each principal ingredient in accordance with predominance by weight.

Under the section on misbranding, a food is considered misbranded and a violation of the Act (1) if it is an imitation and fails to bear in uniform type the word "imitation" before the food imitated, (2) if its container is made or filled to mislead, (3) if the labeling is false or misleading, (4) if the name and place of business of the packer or maker and the quantity of the contents is not listed, (5) if a statement to avoid adulteration or misbranding is not prominently placed.

Confectionery will be considered adulterated if it contains alcohol, resinous glaze or non-nutritive substances, except coloring, flavoring, natural gum and pectin. Alcohol is permitted, however, to the extent of one-half of one per cent of volume when derived from flavoring.

Promulgation of food standards and regulations will be made by the Secretary of Agriculture but must be recommended by the Committee on Food Standards of seven persons—three from the public, two from the food packing, manufacturing and distributing industries, and two from the Food and Drug Administration. The original bill gave the Secretary power to make all regulations. The new bill provides for recourse to the courts in questions of fact and validity of regulations.

## Packaging Exposition

EVERY important phase of packaging, packing and shipping will be covered by a brilliant list of speakers at the four-day Conferences and Clinics to be held in conjunction with the Fifth Packaging Exposition, Palmer House, Chicago, March 5 to 8, according to a preliminary summary of the program released by Alvin E. Dodd, managing director of the American Management Association, sponsors of the Packaging Exposition.

The opening day—Progress Day—will be featured by an address on "Governmental Activities Relating to Packaging." Irwin D. Wolf of the Kaufmann Department Stores and an A. M. A. vice president will preside. On the same program, William Guyer, sales promotion manager of Seagram Distillers Corporation, will describe how "A New-Old Industry Looks at Packaging." Other talks will deal with merchandising research and coordination of packaging effort.

On Tuesday evening, the annual banquet will be held.

Presiding will be W. J. Donald, Managing Director, National Electrical Manufacturers Association. Presentation of the A. M. A. awards for Distinctive Merit in Packaging will be made by L. R. Boulware, Easy Washing Machine Corp., and a vice president of the American Management Association. The Wolf Trophy will be presented by Mr. Wolf.

Marketing Day, the second day of the four-day program, will be devoted to a discussion of package design. Speakers on that program will include, Gilbert Farrar, American Type Founders; Leo Nejelski, advertising manager, Swift & Co.; Paul S. Willis, president of the Associated Grocery Manufacturers Association; and others.

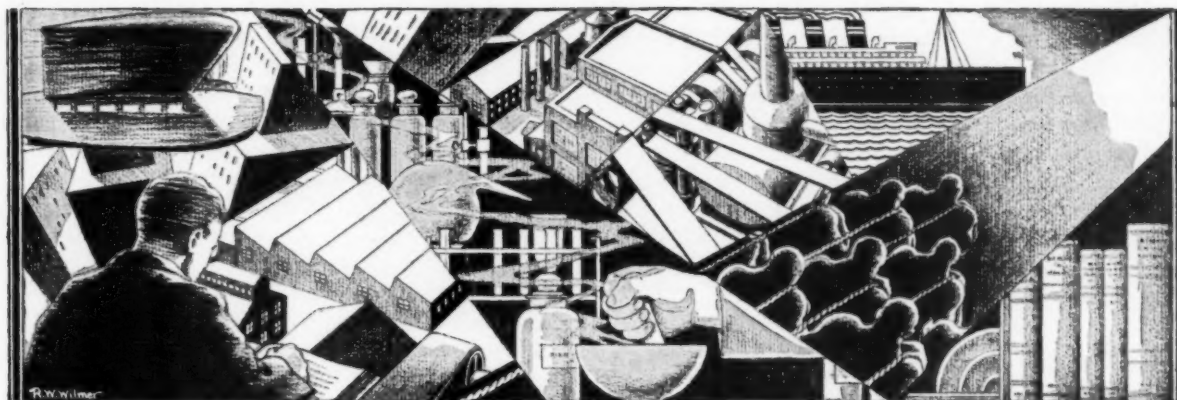
Thursday, March 7, designated Production Day, will be devoted to a study of packaging machinery and of packing and shipping problems. At the afternoon conference on packing and shipping, Francis Chilson, consulting packaging engineer, and writer for the MANUFACTURING CONFECTIONER, will preside, and among those who will speak are George F. Pond, Pneumatic Scale Corporation; J. L. Ferguson, president of the J. L. Ferguson Company; F. B. Redington, president of the F. B. Redington Co.; Dr. G. F. DesAutes, Kalamazoo Vegetable Parchment Co., and Charles F. Clarkson, vice-president of International Printing Ink Corp. At the afternoon conference on packing and shipping, E. E. Ames, of the General Box Co., Chicago, and a vice-president of the American Management Association, will preside. Speakers will include J. D. Malcomson, of the Robert Gair Co.; Don L. Quinn, of the Don L. Quinn Co., and Edward Dahill, Jr., of the Freight Container Bureau of the American Railway Association.

Friday—Materials Day—will be devoted to talks on "Plastics in the Packaging Picture," "Glass Containers," "Closures for Glass Containers," "Special Papers," "Transparent Materials," "Tin Containers." Among those already scheduled to speak are Allan Brown, Advertising Manager, Bakelite Corp., and Marshall Haywood, President, Packaging Digest.

A special "Then and Now" symposium will be held Wednesday afternoon, March 6, at which time various re-designed packages will be discussed and compared with their predecessors. Arthur S. Allen, package designer, will be chairman. On Friday afternoon a packaging clinic will be held.

A partial list of exhibitors of interest to the candy industry at the Exposition is as follows: American Can Co., Armstrong Cork & Insulation Co., Bakelite Corp., Bennington Waxed Paper Co., Ben Mont Fancy Papers, Inc., Celluloid Corp., Cleveland Container Co., Container Corp. of America, Doehler Die Casting Co., DuPont Cellophane Co., Inc., General Box Co., General Plastics, Inc., Hinde & Dauch Paper Co., Kalamazoo Vegetable Parchment Co.

Also: Kimberly Clark Corp., National Metal Edge Box Co., Owens-Illinois Glass Co., Package Machinery Co., Phoenix Metal Cap Co., Pioneer Paper Stock Co., Reynolds Metals Co., Riegel Paper Corp., W. C. Ritchie & Co., Stokes & Smith Co., Sylvania Industrial Corp., Triangle Package Machinery Co., Union Steel Products Co., Wilson & Bennett Mfg. Co.



## • • • • • Monthly Digest of • • • • • CURRENT TECHNICAL LITERATURE

### The Viscosity of Undercooled Liquid Glucose



George S. Parks, Lois E. Barton,  
Monroe E. Spagt, and J. Wilfred  
Richardson, *Physics* 5 193-9 (1934).

AN investigation was made of the changes in viscosity of supercooled liquid glucose to determine whether there is any change in state or phase taking place as the temperature is lowered. Any discontinuity in the temperature-viscosity curve would denote a phase-change, either from  $\alpha$  to  $\beta$  glucose in the liquid phase, or from viscous liquid glucose to highly plastic solid.

Data were obtained on the viscosity values from 145° down to 22°. From 145° to 80° viscosities were determined by the falling ball method, wherein a ball of known radius and mass is allowed to fall through a known distance, the time of fall taken, and the viscosity computed from the time of fall by Stokes law. From 80° to 32° the concentric cylinder method was used, in which the inner cylinder slides past the outer at a rate proportional to the viscosity of the liquid between. From 34° to 22° the viscosity was determined by a cylinder-torsion method similar to the familiar MacMichael's apparatus.

These results, when the temperature was plotted against the logarithm of the viscosity, gave a smooth curve, with no indication of phase-change breaks. Further, it was shown from the form of the curve that these readings represented "true" viscosities and not plastic flow. The fact that the viscosity depends on the previous history of the sample, and on its method of preparation, is also brought out as a result of the check measurements.

From a consideration of the variation of the viscosity with the reciprocal of the absolute temperature

$(\eta = kT)$ , some energy values are derived for the "disorientation" or displacement of the molecules in the syrup. On comparing these values with the accepted heat of fusion of glucose, as determined in the usual way, it is found that they are much larger. This is taken to indicate that there is considerable association between the molecules of corn syrup, which may account for some of its semi-colloidal properties.

### General Survey and Investigation of Agar



Arao Itano, *Ber. Ohara landw. Forsch. Japan* 6, 59-72 (1933).

Agar-agar, produced mainly on the West coast of North America and the islands of Japan is a purified seaweed of the Gelidium family, which yields from 25% to 35% of its dry weight of agar when processed. Although it is being supplanted in this country by pectin, it is still used widely here and even more widely in Great Britain and on the continent.

The author made a general survey covering the various varieties of agar produced in Japan to determine the range of chemical compositions to be met with. His results show that air-dried agar contains 23% water, 2.4 to 3.8% ash (representing mineral matter retained after the purification process), 16.1 to 25.1% crude fiber, 1.4 to 2.0% crude protein, and 53 to 75% soluble nitrogen-free compounds. Of these last, about one-third or 18 to 25% of the agar is the simple sugar galactose.

Further tests showed that while the seaweed from which agar is prepared contains 430 to 800 parts per million of iodine, commercial agar of the first grade



contains only about 12 parts per million. This would indicate that low-grade agars may be a valuable means of introducing iodine into confections, and give a dietetic value for areas where goiter is present. Iodine is the only known specific against goiter and, in fact, it is only in regions where the iodine content of water and soil is abnormally low that goiter is prevalent. Consequently, by the use of low-grade agars in gum and jelly goods iodine may be introduced into the diet of such a region in amounts sufficient to raise the iodine intake above the danger level.

### The Testing and Valuation of Brandy and Rum Confectionery



*E. Reuchlein and C. Wilhelm.  
Z. Unters. Lebensm. 67, 621-6  
(1934).*

Brandy and rum confectionery was evaluated on the basis of alcohol content and esters contained in the alcohol. As the most suitable and convenient method for determining the alcohol fraction the authors used a micro-distillation method (the Micko method, a modified Pregl apparatus). They then make a pycnometric specific gravity estimate of the alcohol in the distillate.

In the brandy products examined, the alcoholic content varied from 2.92 to 23.36 per cent by volume. Of the rum products examined, some contained only rum, while others had had commercial rum esters added. Where rum alone was used, the alcoholic content varied between 9% and 10%. In the case of those reenforced with rum esters, the alcoholic content was smaller and varied from 0.54 to 8.4%.

### The Effect of the Wrapping Material on the Fat of Fatty Foods



*W. L. Davies. J. Soc. Chem. Ind.  
53, 148-51 T (1934).*

Part of the problem of chocolate manufacture, as well as peanut, butter and other brittles and candies containing fats, is to find a wrapping material that will protect the fats in the candy from spoilage. Davies, when he started out on this series of researches to determine the reason behind fat-spoiling and aging, investigated the effect of residual traces of metals (Cu, Fe, etc.) in the parchment or other wrapping material. No conclusive results were reached as to the effects of metals in these concentrations, so that Davies then went on to investigate the effects of light on the fats, where clear wrappers are used.

To protect the fat of fat-containing foods, it is necessary to filter out by the wrapping material those rays which are active in causing fat deterioration. When using a transparent cellulose wrap, it was found that

on the whole the depth of color rather than the particular shade of color which is of importance. Thin vegetable parchment did not allow the active rays to diffuse through, and is therefore an acceptable translucent wrapping material. With greaseproof paper, however, there is definite evidence of transmission of active rays, and this type of paper would not be a good preserving wrapper. Transparent paper wrappings were almost completely transparent to the active rays, and so could not be recommended. Waxpaper, while opaque to the active rays and safe on that score, releases volatile products from its own oxidation, initiating auto-oxidation of the fat in the wrapped food and resulting in spoilage.



**PRICE LIST AND CATALOG.**—Issued for January-February by Magnus, Mabey & Reynard, New York.

**LAMBORN'S SUGAR CALENDAR FOR 1935.**—A unique calendar containing statistical data and other information pertaining to the sugar industry of the United States and the world. Distributed by Lamborn & Company, New York.

**REFERENCE AND PRICE LIST.**—Issued for the wholesale and manufacturing trades for January-February 1935 by Dodge & Olcott Company, New York.

**THE WATER TOWER.**—The January issue contains a story describing the vacuum fumigation installation at the W. F. Schrafft & Sons Company plant in Boston. Published by Chicago Bridge & Iron Works, Chicago, Ill.

### Australian Manufacturer in U. S. to Consider Machinery and Materials

L. A. L. BARR, Secretary and Factory Manager of A. W. Allen, Ltd., confectionery manufacturers of Melbourne, Australia, recently arrived on a business trip to America and England, in the interests of his company. Mr. Barr is a very prominent and representative member of the trade in Australia.

Upon the suggestion of his friend, C. V. Olding, Manager of Life Savers, Ltd., in Australia, who recently returned from a similar visit here, Mr. Barr came directly to the offices of the MANUFACTURING CONFECTIONER for assistance in contacting supply concerns, which this publication is pleased to extend all foreign visitors to the United States—as well as to domestic manufacturers.

In connection with his investigation of various types of machinery and materials, Mr. Barr hopes to visit a number of confectionery plants in America, England, and possibly Canada. This is his first trip here, and he expects to spend about six months on his journey.



February			March		
2nd Month 28 Days } 4 Saturdays } 4 Sundays			3rd Month 31 Days } 5 Sundays } 5 Saturdays		
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	F	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.	1	F	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
4	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.—Chicago Candy Club bi-monthly meeting, Maryland Hotel, Chicago.	4	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.—Chicago Candy Club bi-monthly meeting, Maryland Hotel, Chicago.
6	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.	5	Tu	Fifth Annual Packaging Exposition and Conference, Palmer House, Chicago (3-8).
7	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)	6	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.
8	Fr	Monthly meeting of Wolverine Candy Club, Detroit, Mich.	7	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)
9	Sa	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.	8	Fr	Monthly meeting of Wolverine Candy Club, Detroit, Mich.
12	Tu	Lincoln's Birthday—Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.	9	Sa	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
13	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.	11	M	Twelfth annual meeting American Society of Baking Engineers, Edgewater Beach Hotel, Chicago (11-15).
14	Th	Valentine Day.	12	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
18	M	Bi-monthly meeting Chicago Candy Club, Maryland Hotel, Chicago.	13	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
19	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.	18	M	Bi-monthly meeting Chicago Candy Club, Maryland Hotel, Chicago.
21	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month)—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.	19	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
22	Fr	Washington's Birthday.	21	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month)—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
23	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.	23	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.
25	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.	25	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.
29	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.	25	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.

## Hard Candies, Home Made's and Small Packages

**ERIC LEHMAN CHATS**

*Clinic Superintendent of  
The Manufacturing Confection*

**H**ARD candy is one of the popular candies during the cold weather and if made right it is good eating. Oils are the best flavors to use and it pays to buy the finest oils. Cheap synthetic flavors in hard candy or any other candy will spoil the piece, regardless of how well it is made or looks.

It is most important to have a good gloss on all hard candy and that stripes be made even and put on the batch even. Large uneven stripes do not look good.

In making up an assortment, have pieces about the same size but different shapes.

Centers are the most abused, we find hard, tough, poorly flavored centers in many assortments. Cook centers soft and use enough so that the jackets are not too thick.

Do not use too many highly flavored pieces as they will overcome the milder flavored pieces.

Small packages, ranging in price from ten to twenty-five cents are mostly found at news stands and on stands in railroad depots. The retail candy stores and drug stores do not handle any of these packages to speak of.

Most popular are the chocolate covered almonds, chocolate cream peppermints and assorted chocolates. There are a number of others but they are slow sellers. We find very good quality in these packages in some cases. The profit in these boxes, however, cannot be but very little, if any.

It is well to remember that these small ten to twenty-five cent packages act as samples of your candies. If they are good and neatly put up, undoubtedly the consumer will look for the name when they buy a half or one pound box of chocolates.

We suggest that all small packages be cellulose wrapped, as they are mostly put on the top of show-cases or counters and should be given this dust and atmospheric protection.

mainly on price has been to turn out hard candies that did not hold up. The public became 'fed up' on it and is now swinging back to pure sugar goods."

"Old type goods such as molasses chips, honey combed chips, and nut filled chips are regaining popularity. Goods packed in cellulose bags do well in the popular-priced class."

Individually wrapped pieces in transparent cellulose are the newest thing in hard candy popularity. A number of plants are going into these items.

"In the last few years the trend has been more and more toward plastic merchandise," says another production head. "The grade and quality on the whole has been far superior to the prices obtained. We aren't getting anywhere near a fair profit for this class of goods. The workmanship and flavoring have been improved.

"Although there seems to be marked demand for 100 per cent filled mixtures, the demand will fall off unless quality is maintained. The filling percentage is much too low and the fillings are poorly flavored in some of the low priced goods. This applies more specifically to filled candies sold to syndicate markets. However, some of the jar goods sold through the retail channels is of a better quality."

We find that some manufacturers operating on a quality basis won't attempt to make filled goods under present conditions. Prices have been so low they couldn't obtain a legitimate profit.

On solid hard candies, the views are that on the whole workmanship has been good, and flavors and colors are acceptable, of course with some exceptions.

**HOME MADE'S.** "My belief is that quality home made's are coming back," says a manufacturer specializing on this class of goods. "My experience in talking with department store buyers is that they want

(Turn to page 46)

## Views of Manufacturers

### About Hard Candies, Home Made's, Small Packages

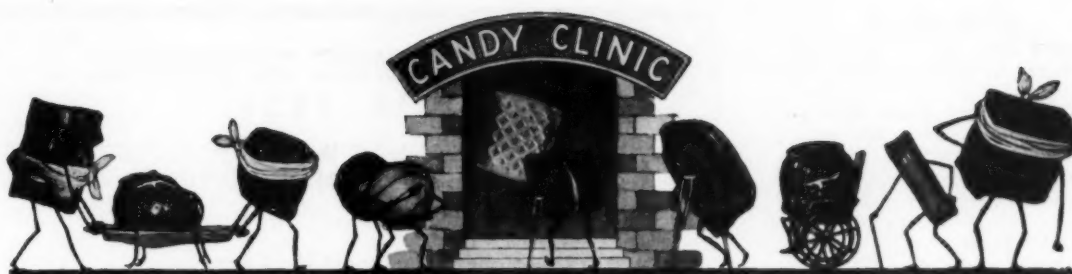
WITH this issue we introduce a new departure in connection with *THE MANUFACTURING CONFECTIONER'S* widely read Candy Clinic. Above we have Eric Lehman's Chats on the findings of the Clinic, including comments and suggestions for improvement of the various types of goods. In the following we present the composite views and observations of prominent manufacturers, production superintendents,

and candy buyers in an exchange of information on the production trends and consumer demands pertaining to the classes of candies discussed by the Clinic the current month.

**HARD CANDIES.** "Pure sugar goods are coming back," declares the superintendent of one of the industry's largest candy factories.

"The tendency for some time among many manufacturers selling





*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

## THIS MONTH WE ANALYZE

# Hard Candies, Home Made and Small Packages

### Code 2A 35

#### Peanut Clusters—8 oz.—10c

(Purchased in a drug store, Boston, Mass.)

**Appearance of Package:** Good at the price of 10c.

**Box:** One layer, white printed in blue, two end seals.

**Appearance of Box on Opening:** Fair. Number of Pieces: 15.

**Dark Coating—**

**Color:** Good.

**Gloss:** Good.

**Taste:** Fair.

**Peanuts:** Good.

**Remarks:** With peanuts costing around eight and nine cents a pound, it is not possible to make any profit on a package of this kind at 10c a half-pound. This is one of the reasons so many manufacturers had to close up the past few years.

### Code 2B 35

#### Chocolate Chips—1 3/10 oz.—5c

(Purchased at a candy stand, New York City.)

**Appearance of Package:** Good.

**Box:** Folding, Cellophane window.

Piece is made up in a small piece of nut chip dipped in chocolate and rolled in nut dust.

**Coating:** Good.

**Center:** Good.

**Remarks:** This is a good eating piece, neatly put up and different from the regular 5c package of candy.

### Code 2C 35

#### Stick Candy—4 oz.—10c

(Purchased in Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Folding, printed with a zoo scene, Cellophane wrapper.

**Colors:** Good.

**Gloss:** Good.

**Stripes:** Good.

**Flavors:** Good.

**Remarks:** This is a good eating hard candy stick, neatly put up and cheaply priced at 10c. Very little if any profit can be made on a package of this kind at 10c for 4 ozs.

### Code 2D 35

#### Chocolate Almonds—3 oz.—25c

(Purchased in a retail candy store, Boston, Mass.)

**Appearance of Package:** Fair.

**Box:** One layer, blue printed in white, tied with a white silk ribbon.

**Appearance of Box on Opening:** Good.

**Number of Pieces:** 28.

**Dark Coating—**

**Color:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Almonds:** Good.

**Remarks:** This is a good eating chocolate almond. Box is cheap looking for a 25c seller. Suggest a better top be used, also a wrapper of transparent cellulose.

### Code 2E 35

#### Assorted Hard Candies—1 lb.—15c

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Package:** Good. Duplex moisture proof Cellophane bag, tied with red, white and blue grass ribbon. Red seal.

**Colors:** Good.

**Gloss:** Good.

**Stripes:** Good.

**Flavors:** Good.

**Centers:** All solid.

**Remarks:** This is a good looking one-pound package of hard candy and well made. One of the best the Clinic has examined this year.

### Code 2F 35

#### Honey Suckle Hard Candy—1 lb.—10c—Sold in bulk

(Purchased in a chain store, Chicago, Ill.)

**Color:** Good.

**Impressions:** Good.

**Gloss:** Good.

**Flavor:** Poor.

**Center:** Good. Poor flavor.

**Remarks:** This is a well made piece but the imitation honey flavor had a bad taste or perhaps too much was used. The flavor needs checking up as it spoiled the eating of this piece.

### Code 2G 35

#### Coconut Corn Brittle—2 1/2 oz.—5c

(Purchased in a department store, Chicago, Ill.)

**Appearance of Package:** Good for a 5c seller.

**Box:** Double wax, blue printed in red, white and yellow.

**Contents:** Molasses coated pop corn, peanuts and coconut.

**Flavor:** Good.

**Pop Corn:** Good.

**Peanuts:** Good.

**Coconut:** Good.

**Texture:** Good.

**Remarks:** This is a good 5c seller and has been popular for years.

### Code 2H 35

**Peanut Nut Roll—1½ oz.—5c**  
(Purchased in a drug store, Chicago, Ill.)

**Appearance of Bar:** Good. Cellophane wrapper, brown and white seal.

**Caramel:** Too dark.

**Taste:** Fair.

**Texture:** Fair.

**Center—**

**Texture:** Good.

**Taste:** Fair.

**Pecans:** Bad, shells black and nuts had a bad taste.

**Remarks:** This bar is not up to the standard of this type bar. Caramel needs checking up, did not taste good, was too dark in color and stuck to the transparent cellulose wrapper. Nuts were not fit to eat. This is a fine eating bar if made right and nuts are of good quality.

### Code 2I 35

**Mint Truffles—5 oz.—10c**

(Purchased at a department store, Chicago, Ill.)

**Appearance of Package:** Good. Printed duplex moisture proof cellophane bag, tied with red grass ribbon.

**Gloss:** Good.

**Stripes:** Good.

**Color:** Good.

**Flavor:** Good.

**Center:** Good.

**Remarks:** This is a good eating piece of hard candy and well made.

### Code 2J 35

**Stick Candy—12 pieces—9c**

(Purchased in a department store, Chicago, Ill.)

**Appearance of Sticks:** Good. Moisture proof Cellophane wrappers, no printing. Sticks about five inches long.

**Colors:** Good.

**Stripes:** Good.

**Gloss:** Good.

**Flavors:** Good.

**Remarks:** These are well made sticks and are cheaply priced at 9c the dozen.

### Code 2K 35

**Assorted Hard Candy—1 lb.—15c**  
—Sold in bulk

(Purchased at a chain store, Chicago, Ill.)

**Colors:** Fair.

**Gloss:** Fair.

**Stripes:** Fair.

**Flavors:** Fair.

**Remarks:** This candy is not up to the standard of this priced hard candy. Workmanship was only fair and pieces are too large, considerable pieces were broken.

### Code 2L 35

**Licorice Mix—5 oz.—10c**

(Purchased in a department store, Chicago, Ill.)

**Appearance of Package:** Good. Printed Cellophane bag.

**Colors:** Good.

**Texture:** Good.

**Taste:** Good.

## CANDY CLINIC SCHEDULE FOR 1935

**T**HE monthly schedule of the CANDY CLINIC for 1935 (exclusive feature of The MANUFACTURING CONFECTIONER) is as follows:

**JANUARY—Holiday Packages; Hard Candies**

**FEBRUARY—Home Mades; 10c-15c-25c Packages Different Kinds of Candies**

**MARCH—Assorted One-pound Boxes of Chocolates Up to \$1.00**

**APRIL—Easter Candies and Packages; Moulded Goods**

**MAY—\$1.25-\$1.50-\$2.00 Chocolates; Chocolate Bars**

**JUNE—Marshmallows; Fudge; Caramels**

**JULY—Gums; Jellies; Undipped Bars**

**AUGUST—Summer Candies and Packages**

**SEPTEMBER—All Bar Goods; 5c Numbers; 1c Pieces**

**OCTOBER—Salted Nuts and Chewy Candies**

**NOVEMBER—Cordial Cherries; Panned Goods**

**DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages**

**Remarks:** This is a good assortment of licorice pieces, but highly priced at 10c.

### Code 2M 35

**Assorted Home Made Candies—12 oz.—50c**

(Purchased in a retail store, San Francisco, Calif.)

**Appearance of Package:** Good.

**Box:** One layer, scene of a house on buff printed in pink, green, and black. Cellophane wrapper.

**Appearance of Box on Opening:** Good.

**Milk Chocolate Pieces—**

**Coating:** Fair.

**Centers—**

**Molasses Sponge:** Good.

**Maple Walnut Cream:** Good.

**Plain Maple Cream:** Good.

**Dark Coating:** Fair.

**Centers—**

**Caramallow:** Good.

(Cellophane Wrapped)

**Vanilla Nut Nougat:** Good.

**Strawberry Caramel and Nougat:**

**Good.**

**Vanilla Caramel and Pistachio**

**Nougat:** Good.

**Pink Fruit Nougat:** Good.

**Chocolate Caramel and Pistachio**

**Nougat:** Good.

**Coffee Caramel:** Good.

**Vanilla Caramel and Maple Nut:**

**Good.**

**Vanilla Caramel and Marshmallow**

**Kiss:** Good.

**Fruit Nougat:** Good.

**Chocolate Caramel, Vanilla and**

**Strawberry Nougat:** Good.

**Brazil Taffy:** Good.

**Almond Taffy:** Good.

(Foil Wrapped)

**Vanilla Nut Nougat:** Good.

(Wax Paper Wrapped)

**Molasses Nut Chew:** Good.

**Orange Fruit Chew:** Good.

**Strawberry Fruit Chew:** Good.

**Pistachio and Chocolate Caramel**

**Chew:** Good.

**Lemon Nut Chew:** Good.

**Fruit Jelly and Almonds:** Good.

**Assortment:** Very Good.

**Remarks:** This is one of the best Home Made assortments that the Clinic has examined this year and box is cheaply priced at 50c for 12 ozs. The candy was well made, had good flavors and was neatly put up.

### Code 2N 35

**Butterscotch Squares—2 oz.—5c**

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Package:** Good. Cellophane wrapper, gold seal.

**Size:** Good.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating butterscotch. Flavors in a number of other butterscotch pieces have a cheap butter flavor taste.

### Code 2O 35

**Molasses Taffy—2 oz.—5c**

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Bar:** Good. Wax paper wrapper, white, printed band.

**Size of the Bar:** Good.

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is a good eating molasses bar and is well made. Suggest a printed moisture proof wrapper be used.

### Code 2P 35

#### Raspberries—5 oz.—10c

(Purchased at a department store, Chicago, Ill.)

**Appearance of Package:** Good. Printed duplex Cellophane moisture proof bag, tied with red grass ribbon.

**Color:** Good.

**Impressions:** Good.

**Flavor:** Good.

**Gloss:** Good.

**Center:** Good.

**Remarks:** This is a good eating hard candy. Raspberry well made and makes a good looking 10c seller.

### Code 2Q 35

#### Assorted Chocolates—3 oz.—15c

(Purchased in a railroad depot, Boston, Mass.)

**Appearance of Package:** Good.

**Box:** One layer, gray colored top printed in red, blue and gold; two gold seals.

**Appearance of Box on Opening:** Good.  
**Number of Pieces:** 8.

**Dark Coating—**

**Color:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Centers—**

**Nougats:** Good.

**Chocolate Caramel:** Good.

**Brazil Nut:** Good.

**Raspberry Cream:** Good.

***DUE** to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.*

*Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.*  
—Editor.

**Maple Cream:** Good.

**Molasses Plantation:** Good.

**Marshmallow Jelly:** Good.

**Peppermint Cream:** Good.

**Remarks:** The quality of the candy is very good. One of the best small packages examined by the Clinic this year at the price of 15c. Very little profit if any can be made on a package of this kind.

### Code 2R 35

#### Small Chocolates—4 oz.—25c

**Appearance of Package:** Good.

**Box:** One layer, buff top printed in green and lavender. Cellophane wrapper.

**Appearance of Box on Opening:** Good.  
**Number of Pieces:** 29.

**Dark Coating—**

**Color:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Centers—**

**Molasses Hard Candy:** Good.

**Orange Cream:** Hardly any flavor.

**Peppermint Cream:** Good.

**Vanilla Caramel:** Good.

**Vanilla Nougat:** Good.

**Butterscotch:** Good.

**Vanilla Cream:** Good.

**Remarks:** This is a good 25c box of chocolates, well made and of good quality, neatly put up. One of the best 25c boxes examined by the Clinic this year.

### Code 2S 35

#### Chocolate Tablets—4 oz.—25c

(Purchased in a drug store, New York City.)

**Appearance of Package:** Good.

**Box:** Hinged back, red, gold and white. A neat and individual looking box for 25c.

**Appearance of Box on Opening:** Good.

**Number of Tablets:** 12, each wrapped in foil and a printed buff band. There were four different kinds.

**Noisette Chocolate—**

**Color:** Good.

**Gloss:** Good.

**Taste:** Good.

**Sweet Vanilla Chocolate—**

**Color:** Good.

**Gloss:** Good.

**Taste:** Good.





**Bitter Sweet Chocolate—**

Color: Good.

Gloss: Good.

Taste: Good.

**Coffee Chocolate—**

Color: Good.

Gloss: Good.

Taste: Good.

**Remarks:** All flavors were very good eating chocolate. Had a good chocolate taste, well refined and good texture. This is one of the best eating chocolate tablets the Clinic has examined for some time.

**Code 2T 35****Bones—1 lb.—29c**

(Purchased in a drug store, New York City.)

**Appearance of Package:** Good. Tall square can lithographed in yellow, white and blue. Friction top.

Piece is made in the shape of a straw, butterscotch jacket, center of coconut and peanuts.

**Jacket:** Good.

**Center—**

Texture: Good.

Taste: Good.

**Remarks:** This is a good eating piece of candy and cheaply priced at 29c the pound.

**Code 2U 35****Assorted Twists—3 oz.—5c**

(Purchased in a chain store, New York City.)

**Appearance of Package:** Good.

8 good sized twists, Cellophane wrapper, red seal, tied with red grass ribbon.

**Colors:** Good.

**Gloss:** Good.

**Stripes:** Good.

**Flavors:** Good.

**Remarks:** This is a good size 5c package of hard candy and of good qual-

ity. Very little profit can be made on a package of this type by the manufacturer.

**Code 2V 35****Assorted Hard Candy—1 lb.—39c**

(Purchased in a retail confectionery store, New York City.)

**Appearance of Package:** Fair.

**Jar:** Oval, blue seal printed in silver, screw cap.

Considerable broken pieces and dust.

**Colors:** Fair.

**Gloss:** Fair.

**Stripes:** Poor.

**Flavors:** Good.

**Centers:** Too hard.

**Assortment:** Good.

**Remarks:** Candy was poorly packed, some of the pieces were too large. Stripes were very uneven and carelessly put on. Considerable checking up is needed on the manufacturing of this hard candy, also the packing. Flavors were good but centers were entirely too hard.

**Code 2W 35****Assorted Hard Candy—8 oz.—25c**

(Purchased in a railroad depot, Boston, Mass.)

**Appearance of Package:** Good.

**Jar:** Hexagon, gold seal, screw cap.

**Colors:** Good.

**Gloss:** Good.

**Stripes:** Fair.

**Flavors:** Fair.

**Centers:** Fair.

**Assortment:** Good.

**Remarks:** The flavors are not up to standard. Stripes were not even and in many cases were carelessly put on. Centers were hard and not enough used. Suggest flavors be checked up and in some pieces more flavor be used. Centers should be cooked softer and larger percent of center used.

A department store buyer offers a different slant on filled goods. He says, "The public is demanding 50-50 mixtures now because in the last few years many centers have been cheapened and this has affected sales. We stress the fact that our mixtures are part hard candy, using it as a selling point. These are offered at prices ranging from 19c to 40c a pound.

Cellulose wrapped caramels are doing well. These came out a year ago but prices were higher. A high-class buyer prefers these to cut caramels. In regard to toffees, one buyer laments that American toffees are not wrapped as attractively as those imported.

Small packages that are selling are the specialty items. One buyer says, "I believe that about 85 per cent of the candy sold is in units of sale of 25c and under," regardless of price per pound.

## TRADE MARKS for Registration

*THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.*

*Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.*

ALBERLY, for fruit cake. Use claimed since Nov. 22, 1933, by Albers Super Markets, Inc., Cincinnati, O.

DIAMENT on diamond, sugar wafers and filled sugar wafers. Use claimed since Feb. 10, 1934, by Diament, Inc., Chicago.

IDAHO SPUD, candy. Use claimed since April, 1913, by Idaho Candy Company, Boise, Idaho.

NU-PUFF, pastry shortening. Use claimed since Oct. 8, 1934, by The Capital City Products Company, Columbus, Ohio.

SILVER STREAK, candy. Use claimed since Aug. 18, 1934, by Chase Candy Company, St. Joseph, Mo.

**Views of Manufacturers**

(Continued from page 42)

more goods of the home made type—including unusual chocolate covered specialties, higher grade fudges, and caramels, as well as the finer hard candies. They are 'fed up' with cheap merchandise, and are not making any money on it.

Prices on home made are rising. There are good home made fudges being sold today in bulk. We find that assorted cream patties are coming to life again. For a number of years, due to the rise of crystallized creams the old-time cream patties fell by the wayside.

Home made by the retail manufacturers we find are maintaining their popularity, although some have been compelled to yield to popular prices.

**What the Buyers Say**

A number of department store buyers reported holiday sales of hard candies as twice those of 1933. "Our hard candy season is from October 1 to December 31," says one buyer for a syndicate group of the better class.

"Easter filled hard candy, however, has improved in recent years—such items as egg shapes with rabbit designs, and eggs in pastels."

The candy buyer for the largest 5 and 10 reports their regular line of satin finished hard goods have sold well up to February 1. Satin finished molasses pieces in various sizes and shapes are doing well.

Cellulose wrapped pieces are reported to be taking public fancy in both syndicate and independent outlets. One buyer takes 1,000 pounds a week. Wrapped sour balls have proven good summer sellers.

## UNVARYING PERFORMANCE

ASSURED BY LABORATORY CONTROL OF  
EXCHANGE CITRUS PECTIN



When you make Exchange Citrus Pectin Candies you can be sure of uniform results—every time. For every step in the manufacture of this basic ingredient for confectioners is under rigid laboratory control, and every shipment which leaves our plants must pass twelve laboratory tests to insure its uniform performance.

This extreme care in manufacture is one reason why more candy manufacturers each month are turning to Exchange Citrus Pectin as the perfect ingredient for Jelly candies of all types. It gives a higher quality—a more delicious taste and an individual eye appeal which mean increased



### CITRUS PECTIN *for* CONFECTIONERS

candy sales. It is quicker, more certain, and easier to handle in your factory—you get a day's run of candies out in a day. And they remain fresher—longer.

#### *Free Samples — Formulas*

Mail the coupon today for free samples and formulas of Exchange Citrus Pectin candies. Learn the advantages in your own plant—discover for yourself the additional profits these jelly candies make for enterprising manufacturers. Send coupon today.

California Fruit Growers Exchange  
Products Dept., Sec. 202,  
Ontario, California

Please send samples and formulas of  
Exchange Citrus Pectin pieces suitable  
for bulk and 5-cent packs.

Name .....

Firm Name .....

Address .....

# What's New in The . . . . . ASSOCIATED INDUSTRIES

## Clinton Appoints Cleveland Representative

CLINTON COMPANY, of Clinton, Iowa, has appointed the Charles G. Kidney Co., of Cleveland, Ohio, to represent the Clinton line of corn syrup, corn sugar, and corn starches, in the Cleveland territory, including such other cities as Shelby and Akron, Ohio.

## Foote & Jenks Hold Annual

### Sales Conference Starting 52nd Year

FOOTE & JENKS, INC., Jackson, Mich., flavor specialists, held its annual sales conference recently. Salesmen who cover the entire United States were present for the two-day meet.

In the course of the sessions the salesmen were addressed on problems of the business, and on plans for continued progress, by E. G. Weed, H. C. Devlin, R. K. Van Horn, H. L. Jenks, C. H. Redding, P. W. Thurston, and L. S. Bisbee the Corporation attorney.

The sales conference is an annual affair with the company and is anticipated by the representatives as a time of helpful instruction, as well as good fellowship. Allen N. Bullis was chairman of the meetings.

Considerable time was given over to an analysis of the progress made by the firm during the year just ended, which was its fifty-first year of existence. Also discussed were methods and policies which have accounted for the firm's pleasant business history, on which largely expanded plans of growth are to be based.



Members of the Foote & Jenks organization photographed during recent sales conference. Back row (left to right): L. J. Thielan, E. D. Thompson, N. Stormont, C. B. Shina-bery, W. S. Allen, Sidney Ross, O. W. Badger, T. J. Tor-jusen. Middle row: R. K. Van Horn, H. M. Metcalf, H. H. Hathorne, E. G. Weed, R. A. Austin, C. H. Redding, H. L. Jenks, A. N. Bullis. Front row: C. E. Davis, J. H. Miller, H. C. Devlin, K. R. Wright, L. C. Smith, P. W. Thurston.

## White-Stokes Company, Inc., Elects

### 1935 Officers; J. C. Stokes President

AT a recent meeting of the stock-holders of White-Stokes Company, Inc., Chicago, the following officers were elected for this year:

President, J. C. Stokes; 1st Vice-President and Sales Manager, H. McKenna; 2nd Vice-President, J. W. Lawrence; Secretary-Treasurer, E. R. Holmes; Ass't Secretary and Ass't Treasurer, J. P. Hoek; Ass't Sales Manager, J. A. Brown.

## Magnus, Mabee & Reynard Appoints

### Representative for Republic of Mexico

THE appointment of Fernand G. Robin as representative for the Republic of Mexico, effective January 1, 1935, has been announced by Magnus, Mabee & Reynard, Inc., from New York headquarters.

Mr. Robin, who has had extensive experience in the drug, chemical and allied fields in Europe, Central and South America, and the United States, will make his headquarters at Calle V. Carranza, Mexico, D. F.

He is a member of the Canara de Comercio de la Ciudad de Mexico (Mexico City Chamber of Commerce) and is one of four new MM&R representatives recently added to the sales division.

## Cocoa and Chocolate Industry Seeks

### NRA Approval of Standard Contract Form

PURSUANT to Rule 15 of Article VIII of the Code for the Cocoa and Chocolate Manufacturing Industry, its Code Authority has submitted for NRA approval a standard form of contract for sales of bulk cocoa powder in barrels or bags, of chocolate coatings, and chocolate liquors.

A Public Hearing on the question of the proposal will be conducted by the National Industrial Recovery Board, February 15, in the Ambassador Hotel, Washington.

Upon approval by the NRA, no other form of contract may be used by members of the industry in such sales, according to the provisions of the code.

## NRA Approves Amendment to

### Cocoa and Chocolate Industry Code

THE National Industrial Recovery Board last month announced approval of an amendment to the code for the cocoa and chocolate manufacturing industry, permitting sales to governments and governmental agencies, except educational institutions, to be made without regard to the code provisions on pricing.



# BULK CANDY SELLS FASTER

*this way*



● UNITED CANDY COMPANY OF BOSTON have found a way to increase their business by packaging bulk candy. They say:

*"When mints, gum drops, jelly beans, lozenges and other similar items are packed in convenient quantities in Cellophane transparent wrapping—they do get better display—they do sell faster."*

You, too, can build a profitable business by this simple device. Let our Field Representative help you work out some packages, and suggest merchandising ideas. Just write: Du Pont Cellophane Co., Inc., 350 Fifth Ave., New York City.

# Cellophane

TRADE MARK  
"Cellophane" is the registered trademark of the Du Pont Cellophane Co., Inc.



# SELECTIONS FOR YOUR NEEDS

## Savage Guaranteed Rebuilt Equipment

**Attractive Prices - - - Prompt Delivery**

Chocolate Melters, 150 lb. to 2,000 lb. capacity.  
Chocolate Refiner, 5-Roll National, Water-Cooled Rolls.  
Bausman Disc Refiner, complete.  
500 lb. National Chocolate Tempering Kettle, motor drive.  
National Six-Division Cracker and Fanner.  
National Four-Pot Conge.  
Lehmann Twin Cocoa Mill.  
Lehmann 6' Chaser with Granite Rollers.  
Lehmann 6' Melangeur with Granite Rollers.

Syrup Coolers, 600 and 1,000 lb. National, 400 lb. Werner.  
Cream Beaters, Ball, 4', 5' and 7', Dayton 3' and 5'.  
Cylinder Beaters, Dillon, Jacalucci, and Werner.  
Cream Breakers, 50 Gal. Springfield, 25 and 35 Gal. Werner.

Simplex Starch Bucks, Wood and Steel.  
No. 2 Springfield Depositors. Also Racine.  
Pump Bars for Steel Mogul Depositors.  
Starch Printers, Springfield and Racine.  
Colseth Lift Trucks.

14 1/4 x 33 1/4" Outside Starch Boards.  
Friend Hand Roll Machines, Dreadnaught and Model "F".

Forgrove Foil Wrapping Machine.  
Model "K" Kiss Cutter and Wrapper.  
Ideal Caramel Wrapper, 1" Special, 3/8" Senior.  
Caramel Cutters, Mills, Racine, and Savage.  
Caramel Sizers, Racine, belt drive.  
Nougat Cutters, Mills and Racine.  
Steel Water-Cooled Slabs, 3'x6', and 3'x8'.

National Continuous Cooker, complete.  
Simplex Steam Vacuum Cooker, also Gas Type.  
Hildreth Form 3, Style "D" Puller, motor drive.  
Racine Automatic Sucker Machine.

Marshmallow Beaters, 80 Gal. Savage, 50 Gal. National and Werner.  
Day and Hobart Beaters, 80 Qt., 4-Speed.  
Copper Steam-Jacketed Kettles, 10 Gal. to 150 Gal. Capacity.

## OVER 1500 ITEMS ON DISPLAY

*Write or wire for quotations on equipment you are interested in.*

# SAVAGE BROS. CO.

**2638 Gladys Avenue**

**Chicago, Illinois**



### Separate Identity of Fritzsche Brothers and Schimmel & Co. Clarified in Notice

IN order to clear up any misunderstanding in the industry, regarding the separate identity of Fritzsche Brothers, Inc., and Schimmel & Co., Inc., whose president is Mr. Hermann Fritzsche, a statement has been made by Fritzsche Brothers, since the coincident announcements of the two companies last month.

Fritzsche Brothers, Inc., announced as effective the first of the year the termination of exclusive sales agency relationship with Schimmel & Co., A. G., of Germany. Also in January announcement was made of the formation of Schimmel & Co., Inc., in this country, carrying the name of H. Fritzsche, President.

It is pointed out that Mr. Hermann Fritzsche has never been connected with Fritzsche Brothers, Inc., at any time and that there have been no changes in the organization of Fritzsche Brothers, Inc., as a result of the termination of its Schimmel & Company sales agency.

No one from the Fritzsche Brothers organization is at present connected with Schimmel & Company, Inc., of New York.

Fritzsche Brothers, Inc., since its purchase by Mr. F. E. Watermeyer and subsequent incorporation in 1919, has been an entirely independent firm with its own laboratories, manufacturing facilities and direct sources of supply. It acted for the firm in Germany merely as a sales agency for the latter's products.

Schimmel & Co., Inc., of New York, was appointed the representative in the United States and Canada for

Schimmel & Co., A.G., of Miltitz near Leipzig, Germany, effective the first of January. The new firm is functioning as manufacturers and dealers in essential oils, aromatic chemicals and flavors, with offices and laboratories in New York City.

### Read Names New York Manager

READ MACHINERY CO., INC., manufacturers of bakery equipment, announce appointment of Roscoe Martin as manager of their New York service and sales offices. He is well known in the field, having formerly been the manager of this same office.

Jack Eades, who has been pinch hitting, returns to his regular duties as Chief Field Engineer, working out of York, Pa.

### U. S. Senate Orders Quiz of Sugar Market Corner in December Futures

THE resolution (S. Res. 41) for an investigation of the corner in December sugar futures, introduced among the Bills in the first session of Congress has been adopted. It was sponsored by Senator Vandenberg of Michigan.

It is expected to bare details of the circumstances that made possible the spectacular "squeeze" by a small group of speculators. Among the factors are New Deal coddling of Cuba, a series of disagreements between the AAA and the State Department, and Government inaction when the market rigging became apparent.

The new AAA sugar quota system has been declared by some close to the sugar situation as an aid to the

corner. The Jones-Costigan Act had set up a quota system under which domestic producers, Hawaiian, Porto Rican, Cuban, and other sugar interests were permitted to ship sugar into the United States only up to certain specified limits in 1934.

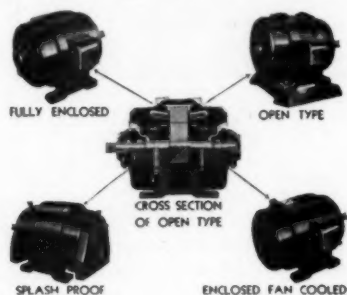
Another factor is said to be the State Department's desire not to "crack down" on Cuba when its so-called sugar trust, Sugar Stabilization Institute, entered into a price pegging arrangement to obtain best prices. Still another factor is the charge of the government's failure to open the country to other available sugars, thus breaking the corner when it became evident.

Some declare that the speculators could not have cornered the market alone if these conditions had not existed.

### New Line of Convertible Motors

AN entirely new line of convertible squirrel cage and slip ring induction motors, offering all standard frequencies for service ranging from 110 to 220 volts, has just been announced.

Built in accordance with the standards adopted by the National Electrical Manufacturers Association, the outstanding feature of these new motors is their ready convertibility from open type to fan cooled, splash proof or totally enclosed construction.



This is accomplished through the design of the frame, end heads and bearings to permit interchangeability in the four above mentioned types of single or multi-speed squirrel cage and slip ring motors.

### Du Pont Opens New Medical Research Laboratory

E. I. DU PONT DE NEMOURS & CO. dedicated and opened on January 22, its new medical research laboratory to be known as the Haskell Laboratory of Industrial Toxicology, the purpose of which will be to test thoroughly, from a health standpoint, all products produced by the company before they are placed on the market.

It will mean, according to du Pont plans, that before new products are produced on a large scale and put on the market, they will be given thorough examination and exhaustive study in regard to any potential danger which might exist, either on other industries during the process of manufacture or the effects on general consumers who may buy them from manufacturers.

Its director is Dr. W. F. von Oettingen, who received his chemical and medical training at the Universities of Jena, Goettingen and Heidelberg, Germany.

**YOUR CHOCOLATE  
HOLLOW-MOLD GOODS  
need not be  
G•R•E•A•S•Y!**



will eliminate many hollow-mold difficulties in your chocolate simply, quickly, profitably. Just a few ounces of LEXIN per 100 lbs. of chocolate will give you necessary FLUIDITY without excessive FATTINESS! With LEXIN, your hollow-mold pieces are full and rich in flavor, with NO GREASINESS to touch or taste. But that's not all. Your chocolate, with LEXIN, flows FREELY into molds, fills every crevice for PERFECT DETAILS, comes out of molds with MINIMUM BREAKAGE. What's more, your chocolate pieces, with LEXIN, can be run at



LOWER temperatures—they have a brighter inviting GLOSS and RESIST GRAYING! We urge you AT ONCE to send for TEST SAMPLE of this PUREST INCREDIENT, together with full interesting information (no obligation).

U. S. Patent Nos. 1575529, 1660541, 1903397, 1781672

**AMERICAN LECITHIN CORP.**  
ELMHURST, L. I., N. Y. ATLANTA, GA.



# SALESMEN'S SLANTS

**NEWS and PERSONALS from the men  
on the Road . . . by C. Ray Franklin,  
Syd Hoffmann, and Dave Trager . .**

## **C. RAY FRANKLIN, Speaking from Kansas City**

**T**HE Middle West has been in the grip of a real winter spell for the past few weeks. Temperatures ranging from zero to 14 below have been common, not saying anything about the ice and snow. One thing they say will be the outcome of this inclement weather is plenty of moisture for the farms in the spring, so it's an ill wind that blows no one any good.

\* \* \*

John G. Woodward & Co., Inc., Council Bluffs, Iowa, makers of good candy have recently put out a real 5 cent bar in their Butter Brickle. This bar is made of the same quality contents that their celebrated Butter Brickle that sells for a dollar a pound is, so no wonder it is clicking with the jobbers wherever placed. Mr. Carleton Woodward told the writer that their sales had far exceeded their expectations on this item.

\* \* \*

The Omaha Tobacco and Candy jobbers gave a steak dinner at the Prague Hotel in Omaha a few days ago that, from what I was able to gather, was one of their most outstanding events of the season. Hymie Zorinsky, of the Omaha Tobacco Co., and Vincent Washington of Beselin, Inc., Tobacco Co., were in charge of the entertainment which I understand was real entertainment.

\* \* \*

Maro Brownfield, formerly of Sifers Candy Co., Iola, Kansas, son of V. Brownfield of the original firm of Brownfield & Sifers, one of the oldest candy manufacturers of that State recently purchased the controlling interest in the Davis Candy Co., Springfield, Mo., which is the oldest Candy factory of that section. Mr. Brownfield was very enthusiastic about his new location and will move his family to Springfield as soon as school is over in the Spring. Good luck, Maro!

\* \* \*

The Paul F. Beich Co., Bloomington, Ill., gave a delightful dinner at the Pickwick Hotel in Kansas City, Mo., to the service and wagon jobbers of Greater Kansas City a few days ago. It was well attended and enjoyed by all present. Carl Behr, sales manager, and Mr. Rehling, their local salesman, had the dinner in charge and I was told that some of the jobbers ate so much they were unable to enjoy, to the fullest extent the talks, etc., that followed the feast.

\* \* \*

The Chase Candy Co., St. Joseph, Mo., one of the oldest candy manufacturing concerns in the Middle



**C. Ray Franklin  
Kansas City, Mo.**

West, inaugurated a change in their policy the first of the year. They have discontinued the retail trade and have gone to the jobbers exclusively throughout the country. They have in addition to a general line, specialties in bars, etc., that will no doubt become staple sellers with the jobbers in the future.

\* \* \*

I received a letter the other day from Jack Dodgson, of Minneapolis, advising me that they were organizing a Candy Club in the Twin Cities to be known as the Gopher Candy Club. This is another city that has seen the light. The local candy club movement has indeed been advancing with leaps and bounds.

\* \* \*

The Kansas City Candy Club had a very profitable meeting a few days ago. After the dinner the members were treated to an inspirational address by a member of the bar association. After the orator had waxed into his subject for about 30 minutes, he paused and said, "Now, gentlemen, I wish to tax your memory." "Good heavens; has it come to that?" exclaimed Al Gentz, who is a member and represents the National Candy Co., of Chicago.

\* \* \*

John Douglas, of the Douglas Candy Co., Omaha, Nebr., told the writer the following: A Welshman received an income tax demand for the first time. He went through it very carefully, and then sent it back with a note saying, "After carefully perusing your prospectus, I have decided not to join your Association." Who would?  
—C. R. F.



## A Good Example

• HOOTON'S Chocolate Coatings are the result of almost four decades of quality chocolate making experience. They are grand coatings to use. Tell us to send samples.

**HOOTON  
CHOCOLATE CO.  
NEWARK, NEW JERSEY**

WAREHOUSES LOCATED AT  
CHICAGO, DETROIT, TOLEDO, CLEVELAND



## THINK of SUMMER

and the effect that the warm weather has on many candies.

## SUMMER CANDIES

In making up your summer lines, adjust your formulas for protection against drying by using the proper amounts of Nulomoline.

Know that your chewing pieces, nougats, coconut candies, crystallized creams, fudge, gums, jellies, marshmallow, etc. will retain their freshness and look fresh and inviting when the thermometer hits the high spots.

Write us for "heat-resisting" formulas and practical suggestions for summer candies.



SUPPLIES THE NECESSARY QUALITY  
CONTROL IN CANDIES

*The*  
**NULOMOLINE COMPANY**

Manufacturers of Standardized Invert Sugars and Nulomoline

109-111 Wall Street



New York

Western Office: 333 No. Michigan Ave., Chicago, Ill.

**SYDNEY Z. HOFFMANN, *Speaking from Chicago***

**H**ERE we are again with the Easter goods and, as usual, the Jelly Bird Eggs are the manufacturers' football. Four weeks ago everything was going along swell when all of a sudden a few manufacturers got caught on top of a banana skin and we have been dropping ever since.

\* \* \*

Yours truly has spoken to many jobbers since the last issue of *THE MANUFACTURING CONFECTIONER* and they all say, "I hope business gets better." Well, I hope so also. BUT—what good is all this hoping if we do nothing to help bring about better conditions? I wonder how many of us really believe that Hatred never solved a problem. But what will help to lessen candy troubles is COOPERATION. We all have tried the bitter way. Why not the easiest road? It will cost you nothing and, believe me, it pays big dividends!

\* \* \*

Sperry Candy Co. of Milwaukee should be congratulated on securing the services of Johnny Goggin in the Chicago market. Chicken Dinner will now take its place among the good selling 5c bars. The jobbers told me they simply can't refuse Johnny. Is Sperry smart, or is Sperry smart? I ask you. Good luck, Johnny, and Chicken Dinner.

\* \* \*

If Luden's, Inc., take over Brandle & Smith Co., don't feel sorry for Luden's; they know what they are doing and the cash paid won't make a dent in their bank balance, even if the figures run high up in the six figure column. If you do buy it, Mr. Dietrich, accept my best wishes for success. I'll help, you know that.

\* \* \*

When you Wisconsin men make the territory, don't fail to call on Hugo Thiel of the Sheboygan Conf. & Supply Co.—a perfect gentleman in every respect and always considerate of the other fellow. I still say there are more good fellows in the business than bad. What do you say?

\* \* \*

Albert Kahn of Sternberger & Kahn, Chicago brokers for Blumenthal Bros. of Philadelphia, is still mooching cigarettes. He hasn't stopped smoking, but he has stopped buying. He now owes me a month's supply. I can never get even. It's a total loss.

\* \* \*

The Bachman Chocolate Co., of Mount Joy, Pa., are selling their two new penny pieces in Chicago and, from all reports given to me by their representatives, Brown Betty and cup of chocolate is meeting with good favor. One thing is always sure, good candy and chocolate will always sell in this market.

\* \* \*

John T. Poole, the gripper for Geo. Ziegler Co., is going the rounds with his hand in a bandage, due to an infection. All the boys are wishing his recovery so he can take his long-earned journey to Scotland this summer to visit his folks, and they say no money in the candy business—Poof—Poof.

---

**Sydney Z. Hoffmann**  
Sales Representative,  
Luden's, Inc.

---



Herman Kaplin of The Independent Co., Chicago, has gone fishy. He has a new hobby—Tropical Fish—and from what I learn from his Better Half if he spent as much time with his candy business as he does with his fish, more money would be coming in to buy the baby shoes. So, Herman, I'm warning you!

\* \* \*

Lon Bencini, Chicago Manager for Planters Nut & Choc. Co., is telling all his friends that his obesity is due to good beer. So, skinny fellows, take a tip from Bencini.

\* \* \*

Art Waldner of Klein Choc. Co. uses more \$4 words than any other salesman on the road and it would be fitting to give Art a title, so I suggest Prof. Waldner. If you can send in a better one we'll use it, but, remember, don't get nasty.

\* \* \*

Several salesmen were discussing the withdrawal of the Blue Eagle from two Chicago jobbers and the wise-cracked piped up and said that the birds these boys returned to Uncle Sam would not only be Blue, but Black and Blue because they sure got an awful beating from their owners.

If my readers know of any scandal that's fit to print, please send it to me!—S. Z. H.

**DAVE TRAGER, Broker, *Speaking from Detroit, Mich.***

**T**HE confectionery business in the State of Michigan did not seem to have the pep to go forward in January 1935, as it did in January 1934. While the automobile industry has been going along at a merry clip, the confectionery jobbers did not reap any benefit from other industries' activities.


\* \* \*

One of the items in our industry that usually accounts for volume bookings at this time of the year failed to hold its position as a volume getter. That item is Jelly Bird Eggs. As usual, there is invariably some manufacturer who has to upset the apple cart while his competitors strive to make a fair profit. The result, as always, is uncertainty on everybody's part.

\* \* \*

Ike Diamond, who has represented the Fair Play Caramel Co. in this section for a number of years, has been recuperating from an operation at the Memorial Hospital in Syracuse, N. Y. Last reports are that Ike is well on the way to recovery, and that he





*We sincerely believe  
our flavors are finer  
and our service is  
more practical.*

**FOOTE & JENKS**  
INCORPORATED  
FLAVOR SPECIALISTS  
JACKSON, MICHIGAN, U.S.A.



**SUCKER**

**GUARANTEED  
SUCKER  
STICKS**

*Always Available  
for Prompt Shipment*

•

**IMPERIAL WOOD STICK CO.**  
411 Graybar Building  
New York City

**STICKS**

## "YOLKS"

for your

**Candy Easter Eggs  
to Give Individuality  
and New Appeal**

*In keeping with the happy Easter Season are the gay colors and delicious fruit flavors which you can obtain with* **BLANKE - BAER'S NEW CONCENTRATED PUREES.**

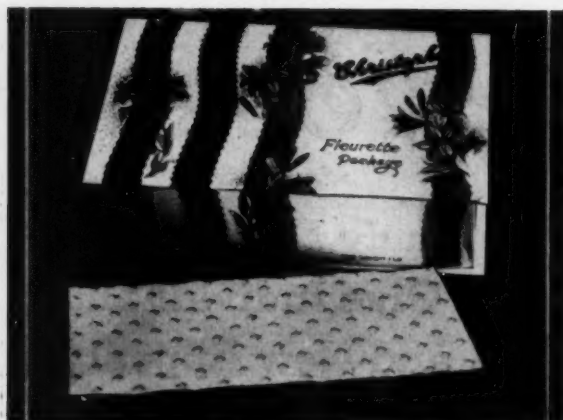
Specially prepared for use with Creme Fondant, these new Concentrated Fruit Purees are designed to give rich, true flavor at low cost.

Red Raspberry	- Purple
Apricot	- Pale Orange
Orange	- Golden Orange
Strawberry	- Red
Lime	- Green

Also, suitable for all types of Cremes, Creme Centers, etc. Write NOW for trial shipment and full particulars.

**BLANKE BAER EXTRACT  
& PRESERVING COMPANY**

3224 So. Kingshighway  
ST. LOUIS, MISSOURI



IN THE FAMOUS PACKAGES OF CALIFORNIA

You will find

**Flossine**  
*The Candy Mat Supreme.*

To pad and beautify their attractive packages, The Christopher Candy Co., of Los Angeles, use FLOSSINE. Another real tribute to this ideal candy padding which is used by the leading confectioners.

**GEORGE H. SWEETNAM, INC.**  
282-286 Portland St. Cambridge, Mass.

*Manufacturers of Confectioners' Paper Products*

"SPECIALISTS IN THE PACKAGING FIELD."

## IDEAL WRAPPING MACHINES

Ideal Wrapping Machines were designed to meet the needs of those large and small manufacturers whose requirements demand rapid handling along with dependable and uninterrupted operation. The service record of every IDEAL sold proves the absolute reliability of this equipment. Each machine carries our unqualified guarantee that it is mechanically perfect.

Two models are available. The Senior Model which wraps 160 pieces per minute and the Special Model with a capacity of 240 pieces per minute. Candy manufacturers will find these machines excellently adapted to their most exacting requirements. Write for complete specifications and prices.



**IDEAL WRAPPING MACHINE CO.**

EST. 1906

**MIDDLETOWN, N. Y.**  
U. S. A.

has learned a new dance that he expects to put on when he visits the jobbers.

\* \* \*

J. T. Flahiff, Gen. Sales Manager of the Wilbur Suchard Choc. Co., was a Detroit visitor. He was accompanied by the firm's local representative, L. E. Netterstrom.

\* \* \*

Wm. Conners, who has been connected with N. C. Lyon, Jackson, Mich., jobber, and who is related to Mr. Lyon, died very recently. Mr. Conners has been in the confectionery field as a salesman for a number of years.

\* \* \*

Lafe Rosenthal, who has covered the Ohio, Michigan, and Indiana territory for a number of years, has been laid up in a Detroit hospital for the past five weeks. Anyone wishing to visit or write Lafe can reach him at 466 West Kirby Ave., Detroit, Mich. The phone number is Temple 1-4679.

\* \* \*

D. L. Goodrich, owner of the jobbing house bearing his name at Kalamazoo, Mich., recently returned from a trip to California. Mr. Goodrich seems to think it a good idea to get away from business about every six months, as is evidenced by his regular semi-annual trips in the past.

\* \* \*

Messrs. V. Perry and J. Bianco were delegates from the Southeastern Michigan Confectioners' Jobbing Assn. to a meeting held at Columbus, Ohio, of various jobbing associations. Geo. Williamson, Pres. of the National Confectioners' Assn., was the principal speaker.

\* \* \*

Moe Greenspun, who represents Ph. Wunderle in this territory, was a recent visitor to Detroit. While here, Moe was laid up for a few days with an attack of grippe. He had company in the form of Joe Reinitz who was laid up with a similar illness.

\* \* \*

Jack Daily, who represents the Curtiss Candy Co. in the Detroit area, recently received from the U. S. Government the third highest award bestowed upon a soldier for bravery in action during the World War. It was the SILVER Star. Jack was a very much surprised man to receive this acknowledgment 15 years after he had been mustered out of the service.

\* \* \*

Claire Teachout, owner of the confectionery jobbing business bearing his name at Jackson, Mich., is fast recuperating from the effects of the illness that has kept him at the Jackson County Sanatorium for quite some time.

\* \* \*

The following officers were elected by the Wolverine Candy Club, Detroit, at the last meeting:

President, John Schumaker, Rep. Geo. Zeigler Co.; 1st Vice-Pres., Sam Brooks, Rep. New England Confectionery Co.; 2nd Vice-Pres., Dave Trager, Broker; Secy.-Treas., Wm. Banks, Broker.

Chairman of the Board, L. E. Netterstrom retiring president; Chairman, Grievance Committee, Dave Trager; Chairman, Entertainment Committee, E. P. Bierline.

The following members were appointed to serve on the Grievance Committee: D. Peirce, Sam Brooks, Wm. Mahoney, Dick McLean.

\* \* \*

Mr. H. Bump has been chosen to act as field secretary in the State of Michigan by the confectionery jobbers. He has held a number of local meetings in various parts of the state, and it seems that his work will prove beneficial to the industry as a whole.

If the manner in which the Southeastern Michigan Jobbers' Association has been functioning is any criterion, it certainly looks good for the rest of the state. We hope they will follow the example set by the Detroit jobbers.

\* \* \*

Back to the Jelly Bird Egg situation, here is a thought for some of the manufacturing brethren. You won't get ALL of the business, no matter how low your quotation is. Someone else will meet your quotation, and then, no one will benefit. Not even the jobber.

—D. T.

### **F. A. Bunte Elected President Chicago Candy Association for 1935**

FERDINAND A. BUNTE, of Bunte Brothers, was elected President of the Chicago Candy Association at its meeting held January 15 at the La Salle Hotel. Mr. Bunte is a member of the Code Authority for the Candy Manufacturing Industry and is Chairman of its Trade Practice Complaints Committee. He has been one of the active leaders among manufacturers of the Chicago association in recent years.

Mr. Bunte succeeds Fred W. Amend, head of Fred W. Amend Co., who was the association President last year and now becomes a Director.

Other officers and Directors are: Vice-Pres., F. J. Kimbell, Kimbell Candy Co.; Sec'y-Treas., A. F. Dirksen, re-elected.

Frank J. Kimbell, President of Kimbell Candy Co., was named Vice-President at the meeting, and A. F. Dirksen was re-elected Secretary-Treasurer.

Directors include: H. T. Snell, Reed Candy Co.; E. R. Wood, Pan Confection Factory of National Candy Co.; Herman A. Cole, Cracker Jack Co.; C. O. Dicken, E. J. Brach & Sons, and Fred W. Amend.

The Chicago Candy Association, composed entirely of manufacturers, is considered one of the outstanding local associations of the country.

### **Lamborn Names J. F. Graves Detroit Manager**

LAMBORN & COMPANY, INC., sugar concern of New York and other cities, announced appointment of James F. Graves as manager of its Detroit office. Mr. Graves was connected with the New York office a number of years.

### **Premium Show Set for May 6-10, Chicago**

THE fifth annual national premium exposition sponsored by Premium Advertising Association of America, Inc., will be held concurrently with their annual convention at the Palmer House, Chicago, on May 6 to 10.

Mr. P. L. Redel, of the Angelus-Campfire Company, is a member of the Exposition Committee.



*The Art of a  
Master  
Craftsman*

## **We Challenge the World to produce a Better Coating**

*The art of fine chocolate making reaches its  
highest development in the  
perfection of*

### **MERCKENS FONDANT PROCESS CHOCOLATE**

Many years of practical experience are back of the composition of this master chocolate.



*Let us submit samples of both Vanilla and Milk  
Chocolate Coatings to blend right with your  
centers*

**MERCKENS CHOCOLATE CO., INC.**  
BUFFALO, N. Y.

Branches:

LOS ANGELES  
412 W. Sixth Street

BOSTON  
131 State Street

CHICAGO  
Handler & Merckens, Inc.  
180 West Washington Street

NEW YORK  
25 W. Broadway







## IN THE SPRING TIME

*The Candy Makers'*

*Thoughts Turn to*

### The Hot and Humid Weather Ahead

Dampness may be a liability in your production of cream centers.

Do not take chances—stay away from moisture troubles and avoid the ravages of damp weather.

## CONVERTIT

*Purified invertase of standardized activity*

Convertit allows you to put a firm crust on your cream centers

- one that makes it possible to carry the centers through the manufacturing operations quickly and easy.
- the centers come from the starch clean.
- and Convertit softens the crust after the centers are coated.

Write for formulas and practical suggestions—  
KNOW—USE CONVERTIT

### The NULOMOLINE COMPANY

Exclusive Distributors of CONVERTIT

109-111 Wall Street



New York

Western Office: 333 No. Michigan Ave., Chicago, Ill.

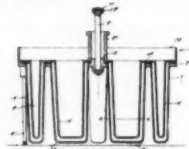
## PATENTS

### 1,988,906 CONFECTION CASTING MOLD

Anthony La Corte, Frank S. Modzelewski, and  
Joseph A. Klyczek, Chicago Heights, Ill.

Application April 22, 1933, Serial No. 667,416

2 Claims. (Cl. 107—19)



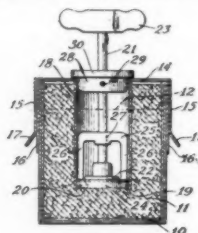
1. A mold assembly of the class described comprising an outer mold embodying a disc-like plate having supporting means and a plurality of openings, a plurality of vertically elongated outer mold receptacles inserted downwardly through said openings and having supporting flanges resting on said plate, a second mold section comprising a disc having an upstanding marginal rim defining a pan, and a plurality of hollow vertically elongated core members carried by and depending from said disc and adapted for telescopic reception in said outer mold receptacle, said plate being provided with a centrally disposed upstanding pin having a pivoted handle on its upper end, said disc being provided with an upstanding tubular lifting neck surrounding said pin, the handle being disposed above said neck.

### 1,987,084—METHOD OF PRODUCING COMPOSITE CONFECTIONS

Edward Norman Snodgrass, Denver, Colo., assignor  
to Norman Confections, Inc., Denver, Colo, a corporation of Colorado.

Application December 12, 1932, Serial No. 646,863

3 Claims. (Cl. 107—54)



1. A method of producing a normally unstable composite edible which consists in confining a normally liquid flowable edible freeze in a preformed container to an unfilled level leaving an unoccupied volume for filler displacement, inserting an elongated member in said freeze to define a cavity therein by effecting the displacement thereof, then introducing through said elongated member a normally stable filler sized substantially equivalent to the unoccupied container volume for complete suspension in said freeze to fully occupy said container therewith, then removing said elongated member, and then subjecting the container with its contents to refrigeration for rendering the resulting composite edible sustaining and form retaining.

## Essential Oils and Candy Flavors

(Continued from page 29)

dilute alcohol, are very much more concentrated in flavor, and do not have the tendency to terebinthinate.

### Vanillin and Coumarin

As our knowledge of organic chemistry increased we learned further that we did not have to depend upon Tonka beans as a source of coumarin, nor upon vanilla beans as a source of vanillin. Manillin and coumarin are now produced synthetically in large volume at lower cost, are chemically identical with the natural product, and are in the most pure and concentrated form possible. When they are used in the proper dilution practically the same flavor is obtained as is produced from the natural product.

Methyl salicylate (oil of wintergreen artificial) is now produced in tremendous quantities and is used to replace the more expensive oil of wintergreen leaf and oil of birch in the less costly confections.

### Imitation Flavors

A more recent development has been the improvement of imitation flavors which may be divided into two groups:

First: Those which consist of a combination of essential oils, various esters of the different alcohols (commonly known as esters and ethers), aromatic synthetics and fruit juices. These are extremely concentrated and volatile, and great care must be exercised to prevent over-flavoring. They are very economical to use and make it possible to flavor large quantities of material at low cost.

Second: Those consisting of fruit juices to which very small amounts of synthetics have been added to fortify the natural flavor. These flavors are not so concentrated as the first type, but have the distinct advantage of not being volatile and ethereal.

The compounding of these imitation flavors requires the services of one skilled in the knowledge of the compatibility of the different ingredients; one whose senses of smell and taste have been developed to the highest degree. Such skill is acquired only after many years of extensive experience.

### Quality Is Paramount

Many manufacturing confectioners do not maintain a private staff of flavor chemists and therefore must have absolute confidence in the essential oils they purchase. Hence it is quality and not merely low price which should be demanded.

Flavor, the smallest ingredient in quantity used by the confectioner, is the most important, for by its judicious use his candy is stamped with an individuality that makes it the choice of millions. In the last analysis, it's the flavor that makes the candy. And it's the quality of the essential oils that makes the flavor.

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6' Size \$5.00 ea.  
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DOUBLE WEAR**

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Home of the College Inn.  
DRIVE YOUR CAR RIGHT  
INTO HOTEL SHERMAN

**CHICAGO**

## Manufacturers' Code News

(Continued from page 23)

service and all agreements dealing with placement allowances must be handled in the same manner as advertising contracts are handled."

MAX F. BURGER,

Asst. Managing Director, N. C. A.

January 29, 1935.

## INTERPRETATION Code Rate of Piece-Workers' Pay No Less Than Minimum Hour Rate

NRA interpretation of the candy manufacturers' code relative to the rate of compensation to piece-workers is contained in the following order released January 16 through N. C. A. headquarters, the Administrative Agency of the Code Authority.

### TO ALL MEMBERS OF THE INDUSTRY:

Below is Administrative Order X-130, interpreting provisions in codes dealing with minimum hourly rates of pay to piece-workers, which requires that piece-workers must not be paid less than the minimum hourly rate for the time actually engaged in their work.

"Pursuant to authority vested in the National Industrial Recovery Board under Title I of the National Industrial Recovery Act by Executive Orders of the President, including Executive Order No. 6859, dated September 27, 1934, and otherwise, it is hereby ordered that provisions in codes which extend the application of minimum hourly rates of pay established therein to employees engaged on a piece-work basis be and they hereby are interpreted as follows:

"Under any such provision in any code, an employer shall compute the minimum compensation payable to each piece-work employee on the basis of a period of not more than seven consecutive days. Each employer shall pay to each of his piece-work employees for work performed by said employee during such period an amount not less than the product of the minimum hourly rate prescribed in said code multiplied by the number of hours worked by said employee during such period.

"If any such provision in a code as thus applied should work hardship in any case by reason of peculiar circumstances or methods of operation, the employer affected thereby may apply for an exemption to such provision."

NATIONAL INDUSTRIAL RECOVERY BOARD,

By W. A. HARRIMAN, Administrative Officer.

**ILLUSTRATION:** If a piece-worker earns less than the minimum hourly rate provided for in the Code, he must be paid the minimum hourly rate even though the piece-work done amounts to less than the hourly rate.

A piece-worker cannot work any more days than those set forth in the provisions of the Code by which the employer is governed.

The Code of Fair Competition for the Candy Manufacturing Industry provides that no employee shall be permitted to work more than six days in any seven day period.

## NRA Code Exemption Orders Granted Individual Candy Manufacturers for Short Periods

THE following are summaries of administrative orders of exemptions to the provisions of Article III, Section 4 of the candy manufacturers' code approved by the National Industrial Recovery Board, and released in the NRA "Blue Eagle" of February 1.

### William E. Hardie Candy Co., Cleveland, Ohio

Candy Manufacturing Industry, Code No. 463: Order 25, granting exemption to the William M. Hardie Candy Co., Cleveland, Ohio, from the provisions of article III, section 4 of the Code, for a period of 2 weeks beginning December 10, 1934, provided that employees affected by this exemption shall not be permitted to work in excess of 56 hours in each week and that one and one-half times the normal hourly rate shall be paid for all hours so worked in excess of Code maximum, and that this exemption shall not interfere with State labor laws.

### Hillman's Pure Foods, Chicago, Ill.

Order 26, granting exemption to Hillman's Pure Foods, Chicago, Ill., from the provisions of article III, section 4 of the Code, for a period of 2 weeks beginning December 10, 1934, provided that employees affected by this exemption shall not be permitted to work in excess of 12 hours in each day or 60 hours in each week, and that one and one-half times the normal hourly rate shall be paid for all hours worked in excess of the maximum prescribed by the Code, and that this exemption shall not interfere with the State labor laws.

### Fanny Farmer Co., Cleveland, Ohio

Order 27, granting exemption to the Fanny Farmer Co., Cleveland, Ohio, from the provisions of article III, section 4 of the Code, for a period of 1 week beginning December 17, 1934, provided that employees affected by this exemption shall not be permitted to work more than 5 hours in excess of the weekly maximum and that one and one-half times the normal hourly rate shall be paid for all hours worked in excess of the Code maximum and that this exemption shall not interfere with State labor laws.

### Robert A. Johnston Co., Milwaukee, Wis.

Order 28, granting exemption to Robert A. Johnston Co., Milwaukee, Wis., from the provisions of article III, section 4 of the Code, for a period of 2 weeks beginning December 17, 1934, insofar as the 3 employees designated in this company's letter of December 12, 1934, are concerned. The order provides that the employees affected by this exemption shall not be permitted to work in excess of 48 hours in each week and that one and one-half times the normal hourly rate shall be paid for all hours worked in excess of the Code maximum, and that this exemption shall not interfere with State labor laws.



